

Brief K

Durable internet shopping pack

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Smurfit Kappa is a world player in paper based packaging with leading market positions in Europe and Latin America. With 34 locations in the UK, we specialise in the design, manufacture and supply of corrugated packaging.

The Brief

Online spending now represents 17% of total consumer spending; accounting for 30-50% in the next 5 years. With this rise in demand, retailers need to ensure their product reaches its destination in pristine condition and therefore the need for more robust packaging has never been higher. Your challenge is to create a pack out of corrugated board that can hold a small electrical item, already in its primary

packaging (e.g. MP3 player) and a standard hardback book. It should be easily packed and to demonstrate its ability to protect the enclosed product, must survive being dropped 3 times from a metre high. There must be no visible damage to the products inside. We will be looking for:

- + No damage to the products held inside.
- + Novel and interesting ways of using corrugated board to protect the items held inside.
- + Ingenious ways of holding the 2 items together.
- + Innovation and imagination in pack presentation.
- + Interesting and imaginative pack graphics.

The Prize

The Smurfit Kappa Award is £300. The winner will get an interview for the 2009 Smurfit Kappa Graduate Management Development Programme.



Gold & Smurfit Sponsored Award Winner

Markus Toivanen

Lahti Institute of Design

Well done! An outstanding understanding of the brief that is first-rate! The judges were particularly keen on the original concept, excellent boards and skilful mock up and appreciated the ingenious effective drop-testing!

Judges' comments

A well presented pack design which clearly covers the design brief. This pack design offers great product protection with minimal board usage. The pack is very effective and would easily be used in the current internet shopping market place.

Brian Redwood-Smith, Smurfit

Silver

Irene Virtanen

Lahti Institute of Design

A clever one-piece one-process solution that meets the brief well. Lovely simple clear graphics and a crisp clean model that is both functional and convenient, both of a high standard. More could have been made of the development process on the boards.

Judges' comments

