

Brief L

Recyclable toiletries pack

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Tesco, the UK's largest retailer, is working towards environmental sustainability and a major project is underway to reduce its packaging by 25%.

Tesco is addressing the issue of recycling different materials used in packaging as well as the opportunities to re-use, compost and recover energy from packaging.

The Brief

Landfill sites are under pressure and today's designers need to be more innovative in the way they design packs and use materials, particularly as more consumers are concerned about the environment and the part they play in it.

You are required to look at designing and producing a range of

toiletry products (3) that are innovative in their use of material. You may consider a way for all three products to form part of one unit or look at devices that can dispense the products independently or in a different form.

You need to ensure sustainability is addressed with this brief but also that consumer convenience and shelf appeal is included. You are to use interesting and appropriate graphics and Tesco branding on your final design solution.

The Prize

The Tesco Award is a period of work experience within one of their Design Agencies and exposure to the way Tesco gets a product designed to achieve fitness for purpose, and create maximum shelf impact.

Bronze

Saara-Maria Kauppi

Lahti Institute of Design

Well thought through. A compact, functional 'stick-on-the-wall' solution.
Fun squishy fishy graphics and a structurally well designed pack.
Well executed mock-up and re-use consideration.

Judges' comments



Commended & Tesco Sponsored Award Winner

Saana Hellsten

Lahti Institute of Design



A very different approach to the product showing innovative environmental awareness. Excellent boards and mock-up taken to a high standard. Branding and safety issues of bottle re-use need further investigation.

Judges' comments

This is an innovative concept to use less material by reusing and refilling using a concentrate. The three products form a unit with the option of buying refills separately. Brief well answered and boards well executed.

Hanna Isseyegh, Tesco