

+ the brief

Marks and Spencer wish to improve the presentation of their range of premium meat joints for the Christmas season and are looking for an original design which will give them a point of difference from their competitors. As such, students are invited to design new and innovative cartonboard packaging solutions for both medium and large glazed gammon and other meat joints.

The final solution must be made in Korsnäs' cartonboard grades (please contact Darryl Rice at Korsnäs for details and samples) either singly or in combination, and should enhance convenience aspects for the consumer by taking into consideration such features as: ease of opening, optimum display of product, and primary and secondary application by the consumer; such as in-store and in-home adaptability.

It is important that the package design is both functional – for the producer, retailer and consumer – and protective, but also attractive.

On-shelf impact with the use of pack shape, print and graphical features will also be highly considered by the judges.

The design must also take into consideration the potential environmental impact of packaging – meeting the Marks & Spencer Plan A expectations.

The end packaging must be appropriate for a chilled food product and have the potential to be used in Supachill or freezer facilities.

+ helpline

Students must make at least one mock-up using Korsnäs cartonboard materials. Contact Darryl Rice for free samples and further assistance at darryl.rice@korsnas.com

+ the prize

The Marks & Spencer and Korsnäs Award of £500 will be awarded to the winning student.

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premium meat packaging

sponsored by

Marks & Spencer
Korsnäs

Korsnäs has one of the world's most advanced installations for the production of cartonboard with the help of modern technology. Korsnäs manufactures a range of paperboard products from two facilities in Sweden with a total production capacity of 1.2 million tonnes a year.

Marks & Spencer are innovators in the retail experience and their established reputation has been built on their dedication to providing the consumer with consistently high standard products. Marks & Spencer make aspirational quality accessible to all, underpinned by brand values, trust, innovation, quality, service and value.

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