



STARPACK
SCHOOLS

Schools Starpack
Awards 2021

BRIEF A

ON THE GO HAND SANITISER BOTTLE

Sponsored by Logoplaste

Logoplaste are leaders in plastic packaging, providing an overall service for packaging R&D, in-house production and quality systems, backed by technical support and advice.

www.logoplaste.com

 **Logoplaste**

 **LOGOPLASTE**
INNOVATION LAB

Prize

Prize to School

£500 cash prize plus

A visit to your school from the Logoplaste Innovation Lab technical team. The students will receive an interactive presentation addressing the hot topics associated with packaging design, as well as a live virtual tour around a Logoplaste manufacturing plant.

Prize to Pupil

£100 Cash Prize

Helpline

For guidance with the brief contact
Darren Wingrove

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Introduction

In this new world we find ourselves in, good sanitation is key to survival. Hand sanitisers have become common place around the home, workplace and transport. Volumes for these products are set to increase and we need a bottle that stand out from the rest.

The Brief

We would like you to design a plastic bottle for the sale and dispensing of hand sanitizer lotion. Target size for the bottle should be between 50ml and 100ml to ensure On the Go convenience. The bottle needs to catch the eye of the consumer by standing out from the rest.

Practicality of the package is key with a simple, safe dispensing method.

Materials and sustainability must be considered while adhering to cost and recycling demands.

Points to consider

- Material choice.
- Sustainability / Circular economy
- Recyclability
- Packaging Second life
- Stand out design and methods of labelling.

Materials to be used

The bottle should be made of plastic. The main materials available are PET, Polypropylene (PP) or High Density Polyethylene (HDPE). All are easily and widely recycled. It would be great if students could show some understanding as to what properties the chosen material has and why they have chosen it.

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Schools Starpack Awards 2021

BRIEF B

FOOD-TO-GO PACKAGING TO PROMOTE HEALTHY EATING FOR CHILDREN

Sponsored by Klöckner Pentaplast (kp)

kp is a plastics manufacturer with over 40 years' experience designing and creating intelligent packaging to optimize the protection, preservation and presentation of food. From clam shell takeaway trays, to minced meat trays and strawberry punnets in the supermarket, we create packaging solutions used by millions of people across 70 countries. Additionally we manufacture barrier films and cling film to create the total pack solution on shelf.

Our products are used in lots of different food categories, such as meat and poultry, fish, bakery, convenience, produce and food to go. We champion the reduction of food waste with supermarkets, providing them with clever and innovative efficient packaging. Most of our rigid food trays are made from recycled content (plastic bottle flake), by supercleaning and extruding the plastic flakes into a sheet which goes into our thermoforming ovens in our factories, resulting in the end packaging product.

www.kpfilms.com



Prize

Prize to School

Certificate to school

Prize to Pupil

£100 to the winning student submitting the best solutions using plastic film or thermoformed plastic components

Helpline

For guidance with the brief contact Aida Cierco Corominas

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Introduction

Children's Food Trust CEO Linda Cregan says: "The good news is that as a country, we've taken the first step: we know we've got a problem. Parents don't want to pass onto their kids the ravaging health effects of poor diet that this generation of parents is experiencing. So now we've got to make sure every part of society is doing its bit to change the food environment we've created".

"It's an environment which makes it so difficult for children to understand what healthy means, and for parents to push back against pester power. Whether it's less healthy treats from well-meaning friends and relatives, junk food in vending machines right outside the swimming pool changing rooms or sugary cereals with kiddie appeal on the lowest shelves at the supermarket – it's our new normal and everywhere we turn, we're sending confusing messages to children."

<http://www.childrensfoodtrust.org.uk/blog/sonsugar/>

The Brief

Promoting healthier food-to-go choices for children is an important step in the fight to improve their health and wellbeing and reduce obesity. Packaging has an important role to play in encouraging smart food purchases.

Using plastic thermoformed (i.e. plastic sheet heated to create a specific shape), or plastic film, the aim is to create inspirational packaging concepts to help engage with children to choose healthier food-to-go products instead of food high in sugar, salt and fat. Consider the graphics used in the secondary packaging to create fun and educational branding with consumer appeal. Ensure the packaging can be reused or recycled at the end of its life to help create a closed loop system (i.e. no materials have to enter or leave the process to manufacture the packaging).

Points to consider

- Has good visibility so you can see the food product and engages and attracts children with fun graphics
- Allows food to be eaten easily and mess-free on the go
- Clear portion control to reduce over eating
- Packaging which enables 'half now', 'half later' eating
- Helps to educate children and parents on smart food choices to improve health
- Allows easy packaging disposal through material recycling or re use.

Materials to be used

Packaging to predominantly include thermoformed plastic components (vac formed is fine for prototyping), or flexible film as the primary packaging, to be at least 70% of the overall packaging. Other materials such as carton board or labels can be used as secondary packaging to help visualise a total pack solution.

Tutors and pupils are encouraged to look at the www.kpfilms.com website to see current examples of thermoformed and film packaging and also learn about our commitment to a sustainable closed loop packaging system.

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BRIEF C

INTERACTIVE PACKAGING

Sponsored by Graphic Packaging International

Graphic Packaging International (GPI) is a leading provider of paper-based packaging solutions for a wide variety of products to food, beverage, foodservice, and other consumer product companies. The Company operates on a global basis. GPI is one of the largest producers of folding cartons and paper-based foodservice products and holds leading market positions in solid bleached sulphate paperboard, coated unbleached kraft paperboard and coated recycled paperboard. GPI's customers include many of the world's most widely recognized food manufacturers and brands.

www.graphicpkg.com



Prize

Prize to School

£500 to the winning school

Helpline

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Introduction

Brands and retailers are always looking for new ways in which their products can stand out to children and young adults on shelf and instore. Historically packs have included toys and collectable items to draw in consumers. However, these have been removed due to health and safety concerns as well as to cut back on plastic use. How can giving a pack a secondary use bring back this sense of novelty to a wider range of consumers.

The Brief

Take a breakfast cereal of your choice and create an engaging secondary use for the packaging. What else can the packaging offer once in the home and opened?

Points to consider

- It should be clear what cereal you have chosen
- The secondary use should be relevant to your demographic – what would you want the secondary use to be?
- We would like to see some element of playfulness, interaction or novelty
- Consider the branding, ensuring the pack still looks striking on shelf.
- Consider how print finishes could be used to enhance your designs

Materials to be used

We would like your pack to contain as much carton board as possible (A minimal plastic bag inside the carton is also acceptable)

Carton board material can be supplied by Graphic Packaging upon request.

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