



POLYTHENE LAMINATES – THE FLEXIBLE ALTERNATIVE FOR 21ST CENTURY

Sponsored by
BPI Polythene Industries PLC

the prize

BPI will award £500 to the winning entry.

sponsor background

BPI – British Polythene Industries plc is the largest recycler of waste plastic film in Europe and the second largest manufacturer of polythene film products worldwide. BPI is one of the most responsive and dynamic polythene film businesses in the world, a major player in what is rapidly becoming a truly global industry.
www.bpipoly.com



HELPLINE

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The Starpack Awards are organised by IOM Communications Ltd and endorsed by The Packaging Society, a Division of the Institute of Materials, Minerals and Mining

The press often give packaging a negative image, in fact the reverse is true – packaging reduces waste, without it overall wastage levels, particularly for food, would increase significantly. During the last 10 years the packaging industry has managed to reduce the amount of packaging materials used, whilst reducing product wastage. This has been achieved by developing new materials and combinations of materials which improve product protection, and using less packaging materials by weight.

A good example of this is the increasing use of polythene laminate pouches for such diverse items as pet foods, washing detergents, fruit smoothies and wine! These items were previously packaged in rigid glass, or metal cans and bottles; by using a polythene laminate pouch the amount of packaging materials, and precious raw materials (which ultimately becomes waste), are significantly reduced.

Aim

Your challenge is to design a flexible pack for a non food product that is currently packed in conventional rigid containers, but could be packed in a flexible pack. This could be focused on a wide range of non food products such as paint samples across to herbal remedies. Do not let your design thinking focus purely on existing pouch designs – think laterally. Your objective is to design a flexible pack which can replace a conventional rigid pack, protect the product, whilst using less precious raw materials – which polythene laminates do!

points to consider

Today, polythene laminates can be fabricated into any shape or colour – think functionality as well as about possible re-usability and recycling options.

criteria for success

The panel of judges will mark the brief taking into consideration:

- ★ Answers the brief
- ★ The concept
- ★ Model:
One good quality mock up to withstand transport and handling
- ★ Development boards:
3 x A3 boards showing concise and clear presentation of ideas from your initial ideas through to the final concept

The following will also be taken into account if relevant to the brief:

- ★ Consumer Convenience:
Opening, closing, handling
- ★ Innovation:
Recognition of good ideas. Creative use of material
- ★ Consumer market:
Relevance to target audience and predicted uses

- ★ Display:
Shelf impact, shape, format and graphics to give good shelf presence

materials to use

You can use any flexible packaging material; ordinary plain polythene would be more than adequate (most people would not be able to tell one laminate from another – these materials are basically different flexible films stuck together)

Register online at:
WWW.STARPACK.UK.COM/STUDENTS
on or before 27 February 2015