



## NEW USE FOR CORRUGATED BOARD

Sponsored by  
DS Smith Packaging

### the prize

For the three most outstanding entries, the DS Smith Packaging AWARD offers prizes as follows: £500 for 1st prize, £250 for 2nd prize and £125 for 3rd prize.

### sponsor background

With a turnover of £4 billion, DS Smith is the UK's leading supplier of corrugated packaging, a position we have achieved by working with our customers to deliver solutions that reduce complexity and deliver results throughout the Supply Cycle.

[www.dssmith-packaging.com](http://www.dssmith-packaging.com)



#### HELPLINE

For materials requests and guidance with the brief contact Peter Redfearn or Jenny Taylor:  
e [peter.redfearn@dssp.com](mailto:peter.redfearn@dssp.com) or [jenny.taylor-watson@dssmith.com](mailto:jenny.taylor-watson@dssmith.com)

For general enquiries contact Rachel Brooks:  
e [rachel.brooks@iom3.org](mailto:rachel.brooks@iom3.org)

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

Corrugated board is a versatile and cost effective medium, offering great structural strength from relatively light material. It is extensively used in packaging to make boxes, trays and cases, and also to make other products. In Europe and the UK, corrugated board is often constructed entirely from recycled papers. It is fully recyclable, making it an environmentally friendly choice.

In challenging times, as costs rise for a wide range of raw materials in many industries, pressure is growing to use no more material than necessary. The environmental drive, to make best use of resources, also makes minimum use of material highly desirable.

### Aim

**Either: offer a pack, made from corrugated board, as an alternative to any existing packaging made with other materials;**

**Or: design a non packaging product, currently made from other materials, such as plastics, metals, wood or composites, using corrugated board. (NB: fixing devices using other materials are permitted)**

**You may of course do both but if you do then please present as separate entries. Corrugated board material can be supplied for prototypes.**

### criteria for success

- ★ Consumer convenience: Functionality – opening, closing, handling
- ★ Innovation: Recognition for good ideas. Creative use of materials
- ★ Consumer market: Relevance to target audience and predicted uses
- ★ Display: Shelf impact: Shape, format and graphics to give good shelf presence
- ★ Model: One good quality model to withstand transport and handling
- ★ Development boards: 3 x A3, showing concise and clear presentation of ideas
- ★ Environment: Reduce, re-use, recycle
- ★ Consider the environmental effect of your design offer, indicating how your solution compares favourably to the replaced pack/product

Please ensure each of the key criteria is addressed as this will help your chances of success.

### materials to use

If several students are entering from your college/uni it would be very helpful if requests for material can be consolidated by the tutor so it can be sent as a batch to each college/uni site for their initial design offers. Should each entrant then wish to receive specific thickness/grade to hone their designs then this can be sent out to individual addresses

The sponsor may also be able to host small groups to visit a manufacturing unit to give a better insight into how they make their products. Contact Peter Redfearn for further details.

In addition the sponsor is asking for:

- ★ Look at creative ways to fold and crease the material to optimise the strength characteristics
- ★ Consider innovative use of shape and form for the structure of your design, as well as creative use of graphics (where appropriate)
- ★ Research the pack/product of your choice and outline any commercial advantages you feel are offered

Register online at:

[WWW.STARPACK.UK.COM/STUDENTS](http://WWW.STARPACK.UK.COM/STUDENTS)  
on or before 27 February 2015