



STARPACK STUDENTS

Competition 2025

BRIEF G

E-COMMERCE PACKAGING FOR CLOTHING OCCASION WEAR



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At 50 million SKUs, Valpak's database on packaging weights is the largest in the UK. This gives the company unique insight into the composition of packaging, which is used by both government and wider industry.

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Prize

Winner: £500.00 cash prize

Runner-up: £100.00 cash prize

IOM3 presents trophies to Gold, Silver and Bronze and certificates to Highly Commended entries.

Helpline

For enquiries or guidance on the brief, please contact Lorraine Wilson

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www.starpack.uk.com

The Starpack Competition is organised by the Institute of Materials, Minerals & Mining (IOM3) and endorsed by the IOM3 Packaging Group (formerly the Packaging Society)

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Introduction

We would like you to design a packaging product for a fictional e-commerce clothing brand which is based in the UK, with customers across Europe and the USA. The brand is formal or occasional wear for men or women and you are free to choose whether the company is a luxury brand or a more affordable option.

Occasion wear across the budget ranges needs to arrive uncreased and may incorporate elements such as structured tailoring or be made from delicate materials such as silk or leather. The company is looking for ways to improve the environmental compliance costs, and to create a memorable and delightful experience for customers.

The Brief

To design and develop packaging for a purely e-commerce fashion brand. The packaging must be able to withstand the UK postal system, protecting the garments inside and ensuring that they arrive with the customer with as little creasing as possible and ready to wear. The packaging should delight the customer and create a joyful unboxing experience.

We would like you to create a fictitious brand which reflects the e-commerce clothing market, and the branding should be incorporated into the packaging design.

Environmental legislation will play a key role in the designs of the future. Under new Extended Producer Responsibility (EPR) for Packaging Legislation, brands will be responsible for paying for the collection and disposal of waste packaging. Compliance fees are set to rise hugely, and non-recyclable or packaging which is difficult to recycle will be charged at a higher rate (known as eco-modulation). Students should consider this when choosing materials and the manufacturing processes of the packaging.

In line with this, the brand is looking to reduce weight and minimise the environmental impacts of its packaging, so it is important to be mindful of overuse of materials in order to reduce waste.

We would also like you to consider the best location for a QR code to display Digital Product Password (DPP)* information, although we do not expect you to create a DPP for this project.

*The DPP initiative is part of the proposed Ecodesign for Sustainable Products Regulation and one of the key actions under the Circular Economy Action Plan (CEAP).

Points to consider

- Recyclability of packaging.
- Customer appeal.
- Recycled content.
- Cost of materials.
- Environmental impact in the manufacturing of the packaging (carbon and water).
- Tamper-proof but easy to open for the customer.
- Suitability of the pack should the customer wish to return the item.
- Labelling (recycling information on the pack, etc.).
- Responsibly sourcing and credibility.

Materials to be used

- Paper
- Plastic

More than one material is allowed.