



# STARPACK STUDENTS

## Competition 2025

### BRIEF A

### SUSTAINABLE MATERIALS INNOVATION



## WINTER & COMPANY

Creative Coverings  
since 1892

#### Sponsored by Winter & Company UK Ltd

Winter and Company is a 4th Generation globally local family business supplying cover materials into the luxury packaging world, the publishing world and everything in between. We supply cover materials to leading designers and international brands based on trust that the materials are excellent quality and unique within the market.

[www.winter-company.com/en/](http://www.winter-company.com/en/)

#### Prize

Winner: full day Winter visit experience, including expenses & £250 cash prize

2nd place: £150 cash prize

3rd place: £50 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 Abbie Smith or Zoey Cheetham

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#### Introduction

Luxury is unique to everyone, and cover materials play a huge part in that process. You would generally choose to purchase on that initial appeal. Paper is widely used on boxes and for books, which is where we would like you to enter our world. Everyone does judge a book by its cover and packaging is no different, consumers judge a product by the box. Luxury goods deserve a luxury material to influence that final sale. The Design process is a hugely important part of the process from the material itself, to the print and foiling - so it must be fit for purpose.

#### The Brief

We are always looking at how we can innovate and elevate our materials and would like you to create your own texture or inclusion using our paper. We would like you to look at texture and colour to create a new innovation on an existing material. You can choose to create your own material using the paper base as a starting point or look at textures and how you can create a new emboss.

Choose from a paper weight of 120gsm as your starting point.

#### Points to consider

- Is the material fit for purpose? If the paper has inclusions will this stand the test of time on a book or a box? If you choose an emboss, would you choose a heavier paper to ensure this isn't compromised?
- Consider how the material fits within a luxury space, is it something that visually appeals to you, or is the story important to how we promote this?
- Consider the impact on the environment. Is it locally sourced? Is it recyclable? Is the sustainable element readily available? Do you envisage small-scale availability or mass manufacture?
- Colour Palette – Can be as many or as little as you deem fit, however, what is the story behind this? Is it a natural paper showing off the inclusion? Is it neutral shades to show off the emboss?

#### Materials to be used

Wibalin® Natural or Recycled as a starting point – we will supply samples to enable you to visualise how you would like to innovate and elevate.

[www.starpack.uk.com](http://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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