



STARPACK STUDENTS

Competition 2025

BRIEF B

MULTIPLE CAR CARE PACK

 **Logoplaste**

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INNOVATIONLAB

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Logoplaste is a global leader in the development and manufacturing of sustainable rigid plastic packaging.

Logoplaste Innovation Lab is the R&D division of Logoplaste supporting every phase of packaging development, delivering ground-breaking and faster time to market packaging solutions

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Prize

Winner: Visit to Logoplaste Innovation Labs R & D centre in Portugal OR £600

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

Helpline

For enquiries on the brief, please contact James Thomas

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Introduction

Design a multiple car care pack which will conveniently fit within the storage space of most cars, also offering something above and beyond the norm with regards stability, ease of use, safety and possible re-use/second life.

The Brief

You are required to design a multiple car care pack which includes 1Ltr containers that are essential for the day to day running and safety of road vehicles.

The number of containers is up to you, but they must work as a complete package. They could interlock or form part of a larger storage system.

Although the containers would normally serve only one use, i.e. carrying and dispensing oil, screen wash, polish etc. You could think around a second purpose for the packaging while still in use.

Points to consider

- Innovation. How can the containers work together? Representation as a single pack and as multiple.
- Consideration on shelf – utilisation in store.
- Fit successfully in boot space, be stable due to movement of the vehicle.
- Easy handling and opens easily for dispensing various contents.
- Offer something original, innovative or novel.
- Enhance your chosen “leading” brand through bottle structure, material choice and by using ‘eye catching’ graphics.

Materials to be used

Plastic - Explanation for your choice of material is required.

For the mock ups - any material / model is acceptable. Use the best method possible to accurately represent your design/s

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