



# STARPACK STUDENTS

## Competition 2025

### BRIEF D

### BERRY DELICIOUS



#### Sponsored by Smurfit Kappa Display

Smurfit Westrock, a global leader in sustainable paper and packaging, operates in 40 countries with over 500 packaging converting operations and 62 paper mills.

We offer an unparalleled portfolio of innovative packaging solutions, ranging from corrugated and consumer packaging to Bag-in-Box® packaging and point-of-sale displays. With the circular economy at the core of our business, we use renewable, recyclable and recycled materials to create sustainable packaging solutions. As a trusted partner to companies across the world, Smurfit Westrock is dedicated to creating efficient and scalable paper and packaging solutions to help solve complex packaging challenges.

We are committed to delivering meaningful value for shareholders, customers, employees and the communities where we operate.

[www.smurfitwestrock.com](http://www.smurfitwestrock.com)

#### Prize

The winner will receive £500 cash prize and portfolio advice.

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

#### Helpline

For enquiries on the brief, please contact Linh Kooc

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#### Introduction

Promoting healthy snacking for children through fun and engaging packaging.

#### The Brief

Healthy snacking starts with the consumer and in this case, picky consumers! Create produce packaging for fruits and/or vegetables that help inform parents or buyers of nutritional value while also making the snacking fun and engaging for kids. Consider consumption occasions or when kids typically snack as well as where.

Be sure to make the packaging recycling friendly and sustainable while also considering how to keep the produce fresh and safe.

#### Points to consider

- Don't just rely on graphics, is there a way to make the packaging become a part of the consumption or maybe a second life for the container as well.
- Consider different price points, for example, baby carrots versus raspberries.
- Think about ways to make it quick and easy for parents to grab and go.
- If the fruits need washing, is there a way to make that easy for parents as well?
- Has to be recyclable and sustainable.

#### Materials to be used

Paperboard or cardboard plus any easy-to-remove film for recycling. Open to other materials.

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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)