



STARPACK STUDENTS

Competition 2025

BRIEF F

METAL PACK FOR BISCUITS



**Metal
Packaging
Manufacturers
Association**

Sponsored by the Metal Packaging Manufacturers Association (MPMA)

The Metal Packaging Manufacturers Association is the lead voice of the UK metal packaging industry with direct links into a European market employing 177,000 people across 760 companies producing over 98 billion containers each year. The Association supports and represents members' interests on industry matters related to operational, regulatory and environmental issues and promotes the benefits of metal packaging and the sustainable attributes of steel and aluminium through education programmes, industry awards and relevant communication channels.

www.mpma.org.uk/

Prize

Winner: £600 cash prize (runner-up prizes will be awarded at the judges' discretion)

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

Helpline

For enquiries or guidance on the brief, please contact Debbie Clements

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Introduction

The term comes to English from the French biscuit (bis-qui), which itself has a Latin root: *panis biscotus* which refers to bread twice-cooked. The average British person munches on three biscuits a day, equalling 204m-a-day across the UK's 68m population. Over the course of a year, that works out at 1,095 biscuits each, weighing an astonishing 8.5kg (source: Daily Mail).

Visual appeal is very important to purchasers in the gifting market, and many biscuit tins are kept long after consumption of the contents, for many different secondary uses; or just because they are stunning pieces in their own right.

Metal can be recycled an infinite number of times without loss of quality. It has been designated 'permanently available material' status, making metal packaging a key contributor to the circular economy.

The Brief

Design and develop a metal pack to hold biscuits; aimed at high-end stores specialising in quality foods, giftware and souvenir packs such as those you might find at an airport duty free store.

Students should focus on the pack; it can be for one variety or a selection of biscuits. It can be any shape or size (within reason!), should showcase the great possibilities in metal, what stunning designs and finishes can be achieved with metal; be eye catching and have real shelf appeal.

Model pictures or rendering of the final design should be included with development boards.

Points to consider

- High quality decoration and graphics.
- Textures and print finishes.
- Shaping.
- Embossing, debossing, micro embossing, perforations.
- Variety of opening and closing options.
- Creative branding to enhance shelf impact and consumer appeal and add value.

Materials to be used

These types of packs are usually made of tinplate. Entrants do not need to specify the thickness of the metal.

Materials other than metal should not be used in the main pack design.

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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)