



STARPACK STUDENTS

Competition 2025

BRIEF C

RETURNABLE/REUSABLE COLLECTION PACKAGING



Sponsored by Britvic Soft Drinks Ltd

Britvic is an international business rich in history and heritage. Founded in England in 1930s, we have grown into a global organisation with over 39 iconic brands. Manufactured in GB, Brazil, France and Ireland, we export to more than 100 countries. In each of our markets, we own leading brands, including Robinsons, MiWadi, Teisseire and Maguary. In GB and Ireland, we have an exclusive licence with PepsiCo to make and sell Pepsi MAX, 7UP, Rockstar Energy and Lipton Ice Tea.

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Prize

A selection of Britvic products plus a visit to the UK's state of the art manufacturing site in Rugby to see a range of products and formats being produced.

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

Helpline

For enquiries on the brief, please contact Lee Emery

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Introduction

Sustainability and reducing the environmental impact of the materials we use in packaging is important, how we use the packaging and then dispose of it can have a far greater impact. Reusable packaging will minimise the depletion of earth's resources, reduce the energy and CO2 emissions, without impacting the quality of the product.

The Brief

Reusable/returnable packaging has always been associated with transit packaging, but we want you to think wider and consider what a returnable/reusable collation pack for our retail customers could be. This would replace current multipack options in supermarkets that are used today for drinks bottles (glass & plastic) and metal cans. Today's methods are typically single use LPDE shrink films or cardboard that are not suitable for multiple uses, and once purchased these materials are disposed. How could we change this?

Please consider alternative solutions for delivering multiple items in packaging that can be reused multiple times before eventually being recycled.

Points to consider

- How will the packs be handled in store and how will they get re-filled?
- How will the empty returned pack be returned to store (collected, returned, stored).
- The packaging needs to be robust to survive multiple trips through the supply chain.
- The pack must contain and protect the vessels inside.
- The packaging must be made from a sustainable material.

Materials to be used

All materials must be suitable for repeated cleaning and be robust to survive multiple trips of the supply chain

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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)