

Brief E: Sustainable Solutions with Corrugated Cardboard

February 1, 2023



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About VPK

- VPK Group traces its roots back in Belgium to **1935**. We produce **recycled paper** and **paper based packaging**.
- Our **continuous growth** and expansion are the result of building long-term relationships with our customers and our drive to constantly adapt our service offering to meet their changing needs.





> 7,000
employees



70 production plants



Present in
20 countries



2.5 billion m² of
corrugated board
&
444,000 tonnes of
solid board and
cores produced



1.3 million tonnes
of recovered paper
and cardboard
recycled

276,000

MWh of green energy



Turnover of 2
billion euros

Future

Continuous investment in
sustainable growth



Why paper-based packaging?

Paper boasts exceptional environmental credentials.

- **Renewability:** Products which are made with materials that do naturally replenish themselves.
- **Recyclability:** High-quality recycling of paper products means they are recycled back in the paper industry to become new paper products.

Recycled Paper Production

Oudegem (BE), Strasbourg (FR), Alizay (Fr)



Converting - Spiral Wound Cores and Tubes

Industrial Cores / Decorative Tubes



Brief E: Sustainable Solutions
with Corrugated Cardboard

Converting - Solid Board Packaging

Heavy duty material for protection and fresh / frozen produce



Brief E: Sustainable Solutions
with Corrugated Cardboard

Converting - Corrugated Board Packaging

Our largest packaging sector with endless design possibilities



Brief E: Sustainable Solutions with Corrugated Cardboard

The background of the central banner is composed of several overlapping, semi-transparent geometric shapes in various colors: a large green triangle on the left, a dark blue triangle below it, a light purple triangle in the center, an orange triangle on the right, and a red triangle on the far right. The text is centered over these shapes.

Students Brief E: Sustainable Solutions with Corrugated Cardboard

Sponsored by VPK UK & Ireland

Brief E: Sustainable Solutions with Corrugated Cardboard



- The challenge for this brief is to identify any product which is currently packed and distributed using a single use plastic and to design an innovative packaging solution replacement using 100% corrugated material.
- The submission should include both the primary packaging used to contain the product and also any secondary/tertiary packaging which is required to collate/protect products through the supply chain.
- It is important to also pick out a single use plastic that you will be replacing with corrugated. Also, please pay attention and research the corrugated packaging manufacturing process to ensure that the product you design can be feasibly produced.

Why is sustainability at the core of our brief?



- Legislation:
 - UK Plastic Packaging TAX (PPT) impacts companies who use plastics containing less than 30% recycled content.
 - Expected to cost UK businesses upwards of £235m in 2022/2023 tax year.
- Corporate Responsibility:
 - UK Plastics Pact – companies showing commitment to eliminate non-recyclable plastics from UK supply chain by 2025. Impacts long term how brands are viewed by consumers.
- Consumer Expectations:
 - Consumers are making decisions ***NOW*** based on environmental impact of packaging – immediate impact on sales.



Structure

- Think about how you can emphasise the brand – can you offer something which is disruptive to the sector?
- Does your design still offer the necessary level of protection – is it practical to pack / unpack.
- How efficient is the flat design – the squarer the shape and the less waste to be removed during die cutting, the more efficient this will be for production.



Die Cutting



- Your single box design needs to be stepped out to fit a die cutting machine.
- Flatbed Die Cutting:
 - Max 1100 x 1600mm format.
- Rotary Die Cutting:
 - Max 1550 x 2400mm format.
- Your chosen format should be based on most efficient fit to corrugator.



Fit to Corrugator



- Machine has a fixed width in flute direction:
 - 2500mm.
 - Length of cut sheet can be endless.
- Sheets for die cutting need to fit across this as optimally as possible. Remaining waste is expressed as a percentage.
- Example:
 - Die cut sheet size = 1000mm in flute direction.
 - Fits twice across 2500mm with 500mm remaining.
 - $500\text{mm}/2500\text{mm} = 20\%$ waste.



Flexographic Post Printing



- Corrugated presses can run a maximum of 7 colours. Artwork has to be separated into spot colours.
- If including photographic images you will need to reserve 5 printing units for the process colour separations (CYMK) + varnish sealant. This only leaves 2 spot colours for your brand.
- More colours = more cost. Think about how you can optimise your artwork for maximum impact vs. cost.



VPK Judges



Simon Astrop
Design Centre Manager
VPK UK & Ireland



Sally Cousins
Marketing and Communications Manager
VPK UK & Ireland



Andy Botterill
Sales Manager
VPK UK & Ireland

What we are looking for:

- Originality and aesthetic qualities of the design, with consideration to production and commercial viability.
- How the pack delivers the benefits to consumers and functionality which has been considered as much as the branding.
- Designs which demonstrate awareness of environmental issues, through economic use of the material and recyclability.
- The quality of portfolio, which must include evidence of research and the development of the design.

What sets a winning idea apart:

- **An idea which is both attractive and brilliantly simple.**
- **A design with obvious benefits to both producer and consumer.**
- **A solution which could be applied across multiple market sectors.**

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