

# Flexible Packaging Association's

## Student Flexible Packaging Design Challenge

2011



## 2011 CALL FOR ENTRIES

Deadline for Concept Outline: October 8, 2010

Deadline for Entries: November 22, 2010



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2010 STUDENT FLEXIBLE  
PACKAGING DESIGN CHALLENGE  
FIRST PLACE WINNER



SINGLE SERVE OJ  
CONCENTRATE

STUDENT: KEN GRUHL

UNIVERSITY: MICHIGAN STATE  
UNIVERSITY

In its **seventh** year, the *Student Flexible Packaging Design Challenge* has become a prestigious competition within the packaging industry.

*FPA's Student Flexible Packaging Design Challenge* honors flexible packaging solutions developed by students. Flexible Packaging is used to package a wide variety of items. From retail food to medical and pharmaceutical products, the packaging possibilities are endless. The only limit is your imagination!

Winning entries of past competitions include a flexible shoe "box," an aseptic milk pouch, a flexible package for frozen pizza, a bread "loaf" with individually packaged slices of bread, a cereal pouch, hot chocolate packets, and a single serve orange juice concentrate package.

*The Challenge* for students is to develop a flexible package solution that addresses a packaging issue, such as consumer convenience or the protection of food. The package should advance the use of flexible packaging; make an improvement over an existing flexible package; convert a non-flexible package into a flexible package; package a new product or package a product that is not currently available in flexible packaging (such as salads in flexible packaging).

Students are asked to submit a concept outline prior to the actual development of the flexible packaging prototype/bench sample. The concept outline will be evaluated and approved by a panel of industry experts and packaging school professors. Once the concept outline has been approved, students may begin development of the package. Students can work on the design in conjunction with their packaging schools. FPA members may be available as mentors to students advancing to the flexible packaging prototype/bench sample development round of *The Challenge*.

The deadline to submit a concept outline is **October 8, 2010**. The submission deadline for the flexible packaging prototype/bench sample is **November 22, 2010**. Winners will be announced on **March 9, 2011**.

The student or team of students who develop the first place winning entry will receive a \$1,000, and the student or team developing the second place winning entry will receive \$500.

*The Challenge* rules, instructions and criteria are described in the following *FPA Student Flexible Packaging Student Design Challenge Call for Entries*. If you have any questions or require further assistance, please call FPA at (410) 694-0800 or email the association at [fpa@flexpack.org](mailto:fpa@flexpack.org).

We look forward to receiving your entry and wish you the best of luck in *The Challenge*.

Marla Donahue  
President, FPA

2010 STUDENT FLEXIBLE  
PACKAGING DESIGN CHALLENGE  
SECOND PLACE WINNER



RUGGED PUP SINGLE SERVE  
DOG FOOD

STUDENT: LAURA HUBBARD

UNIVERSITY: CLEMSON  
UNIVERSITY

## STUDENT FLEXIBLE PACKAGING DESIGN CHALLENGE RULES

### ELIGIBILITY

Students currently enrolled in a packaging, design, food science, engineering or related discipline may enter the **Flexible Packaging Association's Student Flexible Packaging Design Challenge**. Students may work independently or within a team. Students may also work under the guidance of their professors/schools and with FPA members as mentors.

### ENTRIES

Any flexible package prototype or bench sample that addresses a packaging issue and advances flexible packaging will be accepted. A flexible package is any package whose shape can be readily changed when filled. The package design can include plastic film, paper, or foil or any combination of these materials.

The package entry can be an improvement over an existing flexible package, represent a conversion from another package structure to a flexible package, or package a new product or product that is not currently packaged.

**There is no limit on the number of entries a student or team may submit.**

### ENTRY PROCESS

The entry process **involves 3 steps.**

1. Completion of the *General Information Request* which should be submitted at the same time as the Concept Outline.
2. Submission of the Concept Outline.
3. Once the Concept Outline is approved by a FPA panel of industry experts, a bench sample or prototype must be developed and submitted to FPA with the written **Specific Package Information Request.**

### CONCEPT OUTLINE

Prior to development of the bench sample or prototype, a **Concept Outline** must be submitted for evaluation and approval by a panel of industry experts.

Once the **Concept Outline** is approved, the students can proceed to work on the development of the package.

### PACKAGE DEVELOPMENT

Students may work with their schools and FPA members in the development of the package. At the student's request, FPA will partner the student with an appropriate FPA member who will act as a mentor and assist in the development of the package.

**Package prototypes or bench samples must be accompanied by a written defense of the design and structure.** The defense must include a description of the package that follows the criteria outlined in the **Entry Form** on page four. Students may be asked to provide an oral presentation of the package design.

### ENTRY FEE

There is no entry fee.

### PROPRIETARY INFORMATION

Proprietary information and development ideas will be held in strict confidence by FPA, member mentors and the judges. Students should consider submitting a patent application to protect their intellectual property.

### ENTRY EVALUATION

The entries will be judged by a panel of experts from of the packaging industry, including academics, technical, and marketing experts.

### DEADLINES AND SIGNIFICANT DATES

**October 8, 2010** — Deadline for Concept Outline

**October 15, 2010** — Concept Approval Notification

**November 22, 2010** — Deadline for Entries

**March 9, 2011** — Announcement of Winning Entries

### AWARDS

The student or team that develops the first place winning package will receive \$1,000. The student or team that develops the second place package will receive \$500.

# STUDENT FLEXIBLE PACKAGING DESIGN CHALLENGE ENTRY FORM

## GENERAL INFORMATION REQUEST

**The following general information must be provided with your concept outline(s) and prototype/bench sample.** Students working with a team must submit the information for all team members:

1. Student's Name (all team members)
2. Student's Permanent Address, Phone and Email
3. Student's School
4. Supervising Professor
5. Professor's Email Address

## CONCEPT OUTLINE

1. The package concept should address a package issue, such as the need for safety, security, or protection of food or health or consumer convenience. The package concept should advance the use of flexible packaging, and make an improvement over an existing flexible package, convert a non-flexible package into a flexible package, or package a new product or product that is not currently packaged. **Please provide a 100, or fewer, word description of the packaging issue(s) this package will address.**
2. Please remember, your **concept MUST be for a flexible package**. Please provide a brief description of the package concept including the materials to be used, the structure and design of the package.
3. Please submit your concept by **October 8, 2010** by email to **fpa@flexpack.org**. Students will be notified on **October 15, 2010** if their concept has been approved.

## SPECIFIC PACKAGE INFORMATION

**Once you have been notified that your concept has been approved, a bench sample or prototype should be developed. Please use the following questions as guidance in writing the defense of your entry.** Please answer the applicable questions. Not all questions will apply to every package. These questions constitute the criteria for which your entry will be judged.

1. Name of package (package name can describe the structure or the product it will contain).
2. What societal and/or sustainability issue or issues does your submission help to solve, and how does it solve it?
3. Does this submission replace or improve an existing package, or does it package or create a new product (such as bagged salad) or product that is not currently packaged?
4. To what extent does the package represent an innovative solution?
5. Does the package represent new or improved graphics due to printing techniques or substrate or design?
6. Does the package provide an enhanced solution to the product packager's requirements for package construction, filling and distribution?
7. What technical achievement does this package represent?
8. Are there environmental advantages to this package?
9. How will this package advance the use of flexible packaging?
10. Are there other enhancements which contribute to the excellence of this package?
11. Can this package be constructed on existing flexible packaging machinery? Can it be mass produced? If not, what modifications would have to be made to enable mass production?
12. Based on the answers to the questions above, **please provide a 75-word summary** description of this package to be used for promotional purposes.

## SUBMISSION OF ENTRY

Your written *Specific Package Information* entry can be sent electronically to **fpa@flexpack.org**.

Please submit your package and written *Specific Package Information* by **November 22, 2010** to:

**Student Flexible Packaging Design Challenge**  
**Flexible Packaging Association**  
971 Corporate Blvd.  
Suite 403  
Linthicum, MD 21090



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**Flexible Packaging Association**