



**SECOND PLACE:  
Fashion Institute of Technology**

**Team:** Jacqueline Roll, Allessandra Greco, Nicole Nardi & Hannah Nicolao  
**Advisors:** Prof. Sandra Krasovec



**THIRD PLACE:  
San José State University**

**Team:** Sayaka Uchida, Bradley Bussolini, Thura Lin, Derek Lam & Zach Yambrach  
**Advisors:** Prof. Fritz Yambrach

**student  
design  
challenge**



**FIRST PLACE:  
Rochester Institute of Technology**

**Team:** Lysie Gibson & Zachary Mendoza  
**Advisor:** Prof. Bill Wynkoop

**other entries**



**Cal Poly State University Advisor** Prof. Jay Singh **1.** Dustin Oswald, Sean Slinger, Scott Fleming & Ted Bramble **2.** Emily Christensen, Miles Brown, David Fullerton, Sean Lawyer, Dominic Rickard & Andrew Callahan **3.** Concetto Sciacca, Brad Dowden, Michael Orloff, Jason Reynolds & Kitto Lee **4.** Drew Amaral, Brigid Burnham, James Miller & Jeremy Rose **5.** Tom Sullivan, Ria Acevedo, Brianna Wong, John Baumwoll & Shauna Kimball **6.** Devin Ernst **7.** Zack Wise, Darren Jacobs, Tyler Kutz, Andrew Mora, Josh Pickles, Julie Stokes & Evan Vossler **Fashion Institute of Technology Advisor** Prof. Sandra Krasovec **8.** Thomas Calabrese, Misako Ishida, Vitor Mendonca & Hannah Ratzlaff **9.** Catherine Hansen, Antoinette Padmore, John Accella & Ji Sang Chung **10.** Stacie Onorato, Brittany Filippazzo & Johnathan Shao **11.** Lea Feng, Sandra Vitrano, Emily Sylvester & Ashley Plantz **12.** Elisabetta Rametta, Jeeyoun Shin, Jillian Kies & Jeesook Kang **Mohawk College Advisor** Prof. Derek Whitney **13.** Matt Bidwell **14.** Neil Beaton & Robert Rouse **15.** Jo-Anne Boyce **16.** Melody Lacey **17.** Brian Ram & Hazel Connaghan **Rochester Institute of Technology Advisor** Prof. Bill Wynkoop **18.** MayMay Pan & Aaron Aucoin **19.** Andy Simon & Misha Poloskin **20.** Samantha Hawn & Chris Pinto **San José State University Advisor** Prof. Fritz Yambrach **21.** Sayaka Uchida, Bradley Bussolini, Thura Lin, Derek Lam & Zach Yambrach **University of Cincinnati Advisor** Prof. Janak Dave **22.** Daniel Wissemeier, Timothy Jermer, Matthew George & Dan Payne **23.** Aaron Saltsman, Brian Hennessey, Raul Latorre & James Bonar

# the challenge

Each year, the Paperboard Packaging Alliance (PPA) challenges students at America's leading packaging design programs to show off their skill and innovation in meeting real-world customer needs and marketing scenarios. The winning team earns \$2,000, with the 2nd- and 3rd-place teams earning prizes of \$1,500 and \$1,000, respectively. Their schools also win prizes in the same amounts.

For 2009, we asked tomorrow's designers to create packaging for a series of "how-to" DVDs focused on financial planning. The packaging solution had to combine protection and shelf impact, while reflecting a commitment to environmental sustainability. Teams from six universities submitted a total of 26 entries, and a panel of industry professionals selected the winning designs based on their inventiveness, refinement, and real-world applicability.

## About the Paperboard Packaging Alliance

The PPA was established to provide an industry-level forum for the promotion of folding cartons and other similar paper-based consumer packaging. PPA is a proud supporter of packaging students and programs around the country, donating thousands of dollars in scholarship money, paperboard materials, and classroom resources like the *Ideas and Innovations* handbook each year.



**Paperboard Packaging Alliance**

A renewable and recyclable resource for innovation.

The Paperboard Packaging Alliance is a joint initiative of the American Forest & Paper Association and the Paperboard Packaging Council.

