



paperboardpackaging.org



## The Challenge

Design a sustainable and marketable package for a 2.5" decorative papier-maché globe commemorating the 40th anniversary of Earth Day.

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 teams and schools earn cash prizes, not to mention bragging rights.

For more information on the 2010 Student Design Challenge, please visit us online at [paperboardpackaging.org](http://paperboardpackaging.org).

### 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 each year.

# ENTRIES & WINNERS



A renewable and recyclable resource for innovation.

1111 19th Street, NW, Suite 800, Washington DC 20036  
The Paperboard Packaging Alliance is a joint initiative of the American Forest & Paper Association and the Paperboard Packaging Council.



# The Winners



## 1st PLACE FASHION INSTITUTE OF TECHNOLOGY

**Designers:** Michelle Jin, Ani Bijoyan, Carly Mankowski, Marissa Loidice & Zed Yasay  
**Advisor:** Sandra Krasovec

## 2nd PLACE FASHION INSTITUTE OF TECHNOLOGY

**Designers:** Emily Ball, Stephanie Smith, Bridget Quinn & Allison Braunstein  
**Advisor:** Sandra Krasovec

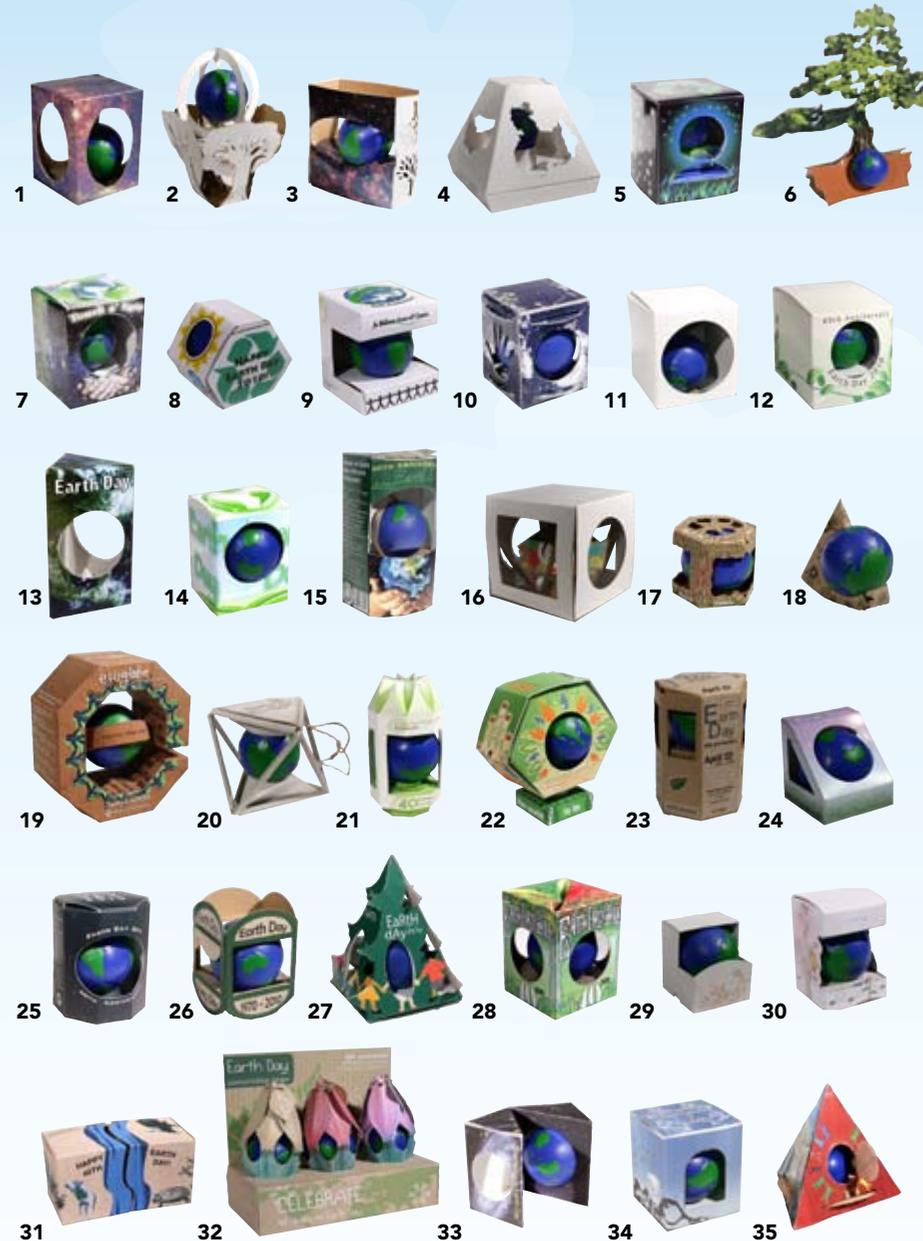


## 3rd PLACE MICHIGAN STATE UNIVERSITY

**Designers:** Alexandra Siciliano, Emily Wiggins, Jackie Doroshewitz & Erin Sachau  
**Advisor:** Ronald Iwaszkiewicz



# Additional Entries



**CALIFORNIA POLYTECHNIC INSTITUTE** 1. Colin Mason & Stewart Peugh  
2. Nathan Breneman & Aaron Buckley 3. Anthony Hall, Tyler Blumer & Filip Novachkov  
4. Sam Wertheimer, Steven Fischback & Rob Moen 5. Casey Koester, Amy Dahlgren & Max Levine 6. Alejandra Sanchez, Alex Strehl & Robbie Johnson 7. Kristen Kirkpatrick, Joshua Vogel & Grant Ojeda 8. Christine Atiya & Michael Limin 9. Lance Woodcock, Kristine Stuebing & Aaron Kroeger 10. Justin Loy, Evan Cernokus & Patrick Maher  
11. Sevren Smith, Keith Catanese & Andrew Kok 12. Andrew Eskildsen, Alana Riparbelli & Pernel Cordier 13. Rachel Hutchinson, Cameron Barker & Justin Patterson 14. Brian Alsberg, Darryl King & Kenny Lorber 15. Will Cohen, Jennifer Lewis & Brian Kitahara  
16. Marcus Fernandez, Paige Cameron, Ryan Rehnke & Jason Roberts **Advisor:** Jay Singh

**CLEMSON UNIVERSITY** 17. Laurie Ramage, Katlin Reeder & Grayson Ward 18. Chelsea Thompson & Cody Lawrence **Advisor:** Andrew Hurley

**FASHION INSTITUTE OF TECHNOLOGY** 19. Heather Burt, Sally Solis, Seung Lee & Kitman Leung 20. Salah Rajab, Katelyn Daly, Hillary Mammen & Ondine Bue 21. Samantha Kelley, Soon Ha, Woo Young Choi & Katelyn DeMaio 22. Erin Domingo, Jin Krista Kang, Emily Conforti & Jermaine Blum **Advisor:** Sandra Krasovec

**MICHIGAN STATE UNIVERSITY** 23. Heather Smith **Advisor:** Ronald Iwaszkiewicz

**MILLERSVILLE UNIVERSITY** 24. Kate Dehmelt, Julie Matthews, Alex Mirabella & Alex Galante 25. Jack Bowling, Amanda Trzcinski & Kristie Morris **Advisor:** Mark Snyder

**MOHAWK COLLEGE** 26. Neil Beaton 27. Nicole Chisholm **Advisor:** Derek Whitney

**ROCHESTER INSTITUTE OF TECHNOLOGY** 28. Wayne Lewis & Joshua Lewis 29. Rachel Hart, Colleen McCabe & Diana Melvin 30. Bethany Wong, Tim Dehm & Emalee Shea  
31. Lysie Gibson & Zachary Mendoza 32. Christopher Pinto, Mitchell Rovito, Katherine Bukys & Kristin Popham **Advisor:** Bill Wynkoop

**SAN JOSE STATE UNIVERSITY** 33. Brian Du, Ma Keven Yan, Derek Lam & Samson Nguyen 34. Jinjing Wang, Kimberlyn Loo, Weng Wa Si Tou, Derek Lam **Advisor:** Fritz Yambach

**UNIVERSITY OF CINCINNATI** 35. Eric Conner, Clint Lafferty, Joel Finn & Alexis Owen  
36. Travis Copas, Mark Larson, Austin Minnich & Kevin Wallace 37. Joe Barnett, Ryan Barker, Jeremy Siderits & David Overwine 38. Shaun Egan, Kelly Knapp, Jon Neltner & Daniel Schmidt 39. Ryan Carter, Benjamin McFarland, Vanna Un & Alex Villari  
**Advisor:** Janak Dave

**UNIVERSITY OF WISCONSIN-STOUT** 40. Theresa Ptak & Lou Vang 41. Allison Gamble, Rebecca Sandlant & Kylie Kreckler **Advisor:** Julie Peterson

**VIRGINIA POLYTECHNIC INSTITUTE AND STATE UNIVERSITY** 42. Lisa Lacata 43. Courtney Kepley 44. Shannon Riley 45. Matthew Dierkes 46. Susan Hogan 47. Nathaniel McDermott **Advisor:** Alex Hagedorn