student design challenge

The Challenge: Runway to Retail
Design a marketable package for a limited edition high-end PDA/smart phone and provide plans for altering the packaging to accommodate a mass market run.

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 2011 Student Design Challenge, please visit us online at paperboardpackaging.org.

About the Paperboard Packaging Alliance
The PPA was established to provide an industry-level forum for the promotion of paperboard packaging. PPA is a proud supporter of packaging students and programs around the country, donating thousands of dollars in scholarships, materials, and classroom resources each year.

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PARTICIPATING SCHOOLS & TEAM MEMBERS

CALIFORNIA POLYTECHNIC INSTITUTE
Advisor: Jay Singh 1. Heeew Aneuziz, Greg Fryo
David Guadagnini & A Marie Birkeba 2. Geoffrey Hall, Circe Taylor, Samantha Gross & Mitchell Benedetti
3. Tyler Dell, Darren Syu, Tara Conway, Philip Selby & Solomon Reda 4. Francesca Delle Cocca, Andrew Hothammel, Lauren Young & Lyon Young

CLEMSON UNIVERSITY
7. Natalie Quin, Allan Littman, Panheh Jain & Bre Inskip

FASHION INSTITUTE OF TECHNOLOGY

MICHIGAN STATE UNIVERSITY

MOHAWK COLLEGE
Advisor: Derek Whitney 15. Joshua Windle, Eman Altshuler, Hwaii Conlough & Pam Spence

ROCHESTER INSTITUTE OF TECHNOLOGY

SAN JOSE STATE UNIVERSITY
Advisor: Fritz Yenbrock 18. Zach Wheeler & Derek Lam
19. Ariana Losy, Kely Schab & Gunjwanti Singh Chatel

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38. Vanesa Zahratka & Wendy Woessner
39. Ross Carey & John Negus
40. Vanesa Zahratka & Wendy Woessner
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THE PAPERBOARD PACKAGING ALLIANCE IS A JOINT INITIATIVE OF THE AMERICAN FOREST & PAPER ASSOCIATION AND THE PAPERBOARD PACKAGING COUNCIL.

PAPERBOARD PACKAGING ALLIANCE
A renewable and recyclable resource for innovation.

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

paperboardpackaging.org
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CLEMSON UNIVERSITY
Daniel Hutcherson, Isaac Levin, Evan Funderburk, Brooks Patrick & Calvin Hutto
Advisor: Andrew Hurley

THE WINNERS

1st
GUQU

2nd

3rd