About the Paperboard Packaging Alliance

PAA was established to provide an industry-level forum for the promotion of paperboard packaging. PAA is a proud supporter of packaging students and programs across North America, donating thousands of dollars in scholarships, materials, and classroom resources each year.

The Challenge

Design an unconventional, innovative premium package for dry goods food packaging. The package should contain a structural component that enhances its function and stands out on upscale grocery store shelves.

Each year, the Paperboard Packaging Alliance (PPA) challenges students in leading packaging design programs to show off their design skills, innovative capacity and savvy in meeting real-world customer needs and marketing scenarios. The winning teams and schools earn prizes and bragging rights.

For more information on the 2016 Student Design Challenge, please visit paperboardpackaging.org.
1st place
University of Florida

Project: “InHarvest”
Designers: Kyle Yerdon, Wilson Lam, Michelle Pollard, Kimberly Hafner & Austin Pluskot
Advisor: Bruce Welt

2nd place
Rochester Institute of Technology

Project: “L’orto”
Designers: Nathan Gamson, Wentian Chen, Marina Solis & Grace Milton
Advisor: Bill Wynkoop

3rd place
Virginia Polytechnic Institute and State University

Project: “Pararice”
Designers: Vina Le, Loc Pham, Anthony Tran & Miguel Comparativo
Advisor: Robert Bush

additional entries
See back panel for school and designer information.