

Student Design 2022 Challenge

The Challenge

With the goal of increasing sustainability and recyclability, design new paperboard packaging and packaging components for an existing product that is currently packaged primarily in plastic.

Background

Companies are turning to fiber-based packaging to help achieve their sustainability goals and increase their profile with environmentally conscious consumers.

The goal of this year's challenge is to identify a real product currently on the market that isn't packaged in paperboard and design a new paper-based solution.

The grocery store is one of the easiest places to think about where you can reduce waste; or perhaps your local restaurant, gas station, or movie theater.

This challenge calls for an innovative packaging solution that encourages customers to pick sustainable, fiber-based packaging instead of single-use plastic. The new package should also be widely accepted in residential recycling programs.

Optional Resources

[AF&PA's Design Guidance for Recyclability](#)

Designs from standard style in [PPC's Ideas & Innovation Book](#), sections 1 - 4

PPC's [Annual Paperboard Packaging Competition Book](#)

Design Criteria

The design needs to be:

1. 100% paper-based;
2. Widely acceptable in residential recycling streams;
3. The package should have innovative, functional distinctions that enhance the recipient's unboxing experience and set it apart from other packaging;
4. It should be optimally designed to protect and secure its intended contents during shipping and handling; and
5. The structural and functional design must enhance brand recognition and encourage consumers to opt out of single-use packaging.

In supporting documentation, designers should include recommendations for ways an organization can take the packaging concept even further.

Designers must address how the package would be converted and assembled in mass quantity. The package must be commercially producible on standard machinery.

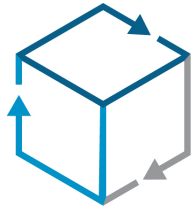
Any hand assembly should be minimal and purposeful. Decorations like magnets, ribbons, etc. that need to be attached to the package make it difficult to mass produce.

The package should communicate its recyclability and highlight paperboard packaging as a



1101 K STREET, NW, SUITE 700, WASHINGTON DC 20005

WWW.PAPERBOARDPACKAGING.ORG



Student Design 2022 Challenge

Package Requirements:

- 100% paper-based, and made of at least 70% paperboard (cannot be more than 30% fluted or corrugated)
- Must be widely accepted in residential recycling systems
- Packaging needs to be right-sized to the product to use the appropriate amount of packaging, not sacrifice on protection while still emphasizing branding
- Include any other material that would enhance the experience of sustainability of paper and paperboard packaging
- Visually appealing and enhances brand awareness
- Include an innovative functional feature that distinguishes itself from other packaging
- Feature the renewability, recyclability, versatility and innovative qualities of paperboard

Additional Criteria:

- Explain the design process from concept to execution
- Include a plan to expand the packaging to sell items in traditional retail stores and marketing strategies to encourage repeat buying

Submission Instructions:

The following Student Design Challenge forms are available at paperboardpackaging.org:

- Acknowledgment of Intent
- Student and School Contact Information (note: type all information)
- Certification of Originality (note: must be signed for submission)
- Graduate Student Advisors Guidelines

Submission Deadline: Friday, June 10, 2022

All entries with supporting forms and materials must be received no later than Friday, June 10, 2022.

Send materials to ppa@afandpa.org or mail to:

Paperboard Packaging Alliance

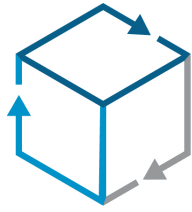
ATTN: Matt Smithhisler

1101 K Street, NW, Suite 700

Washington, D.C. 20005

Learning Goals:

1. SDC participants will be effective communicators, using packaging design to enhance consumer decision-making through better communication.
2. SDC participants are prepared to be socially responsible, effective designers with an awareness of sustainable and environmental issues and the ability to make ethical decisions.
3. SDC participants will be critical thinkers who are able to use strategic management to integrate relevant information, decision-making techniques, and concepts from multiple packaging disciplines to make decisions in new or unfamiliar circumstances.
4. SDC participants can effectively use information to prepare an effective written report that supports decision making and describes the components of paper-based packaging and demonstrate how paper-based packaging is utilized.
5. SDC participants will enhance their overall understanding of packaging design from concept to production.



Student Design 2022 Challenge

Prizes and Judging

Winning student teams and their academic programs will receive monetary awards. If applicable, advisor(s) will receive 10 percent (equally split between advisors) of the cash award:

- 1st place: \$5,500 to the team/\$5,000 to the school
- 2nd place: \$3,300 to the team/\$3,000 to the school
- 3rd place: \$1,650 to the team/\$1,500 to the school

The top three finalist teams are invited and expected to present their designs at the Paperboard Packaging Council's (PPC) Fall Meeting.

PPC's annual Fall Meeting is an association conference that brings together over 200 paperboard packaging and processing professionals, providing students with access to future potential employers, networking opportunities, and much more.

Previous student designers received internships and jobs at consumer brand companies as a direct result of their participation in the meeting.

Submission Requirements

The judges will evaluate each entry based upon the following submission requirements:

1. Prototype (50 points)

- One complete mock-up of package
- Product protection
- Distinctive functionality
- Structurally sound
- Full graphics

2. Design Elements (25 points)

- Plain, unglued carton blank
- Detailed production die drawing
- Design concept and execution

3. Marketing Plan (25 points)

- One-page executive summary that explains how design meets necessary requirements; explains the design concept and functionality; identifies the organizations mission, the brand and dimensions; and describes how the packaging can be used to help the organization achieve its goal
- Plan for program positioning and promotion
- Explanation of benefits of the design functionality
- Plan for production on standard machinery for commercial reproducibility
- Market research for product

4. Completed and Signed Team Contact, and Certification of Originality forms (visit paperboardpackaging.org)

5. Signed Graduate Student Advisors Guidelines form (visit paperboardpackaging.org)

6. Picture of Final Design

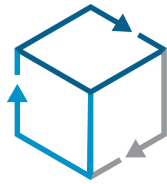
At least one picture of the final concept must be submitted separately from the presentation packet.

7. Final Video of Design

A file or link to the video must be provided.

The judges will evaluate each entry based upon the Submission Requirements section.

Submission Deadline: Friday, June 10, 2022



Student Design 2022 Challenge

Acknowledgement of Intent

Please submit this form at your earliest convenience to confirm your program's participation in the 2022 Student Design Challenge. Please scan and return your completed form to ppa@afandpa.org.

YES, I will encourage my students to participate in the 2022 Student Design Challenge.

I anticipate ____ teams from my school will participate.

Name

Title

School

Address

City

State

Zip

E-mail

Phone

Fax

NO – I do not anticipate participating in the 2021 challenge, but please forward information to:

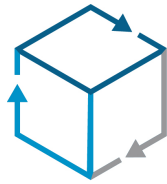
Name

Title

School

E-mail

Phone



Student Design 2022 Challenge

Student and School Contact Information

Please type all information in the fields provided using Adobe Acrobat. Submit completed form with entry.

Please provide contact information for all team members and the faculty advisor on the project. Each team should designate one member to serve as the primary contact on issues related to the 2022 Paperboard Packaging Alliance Student Design Challenge.

ENTRY INFORMATION

Team Name

Design Entry Name

PRIMARY STUDENT CONTACT INFORMATION

Name

School

E-mail

Freshman Sophomore Junior Senior Graduate Student

ADVISOR CONTACT INFORMATION

Faculty Advisor Name

School

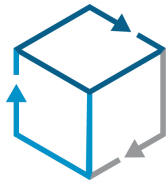
Department

School Address

School Phone

E-mail

Provide contact information for all other team members on the following page



Student Design 2022 Challenge

Primary student contact name (from page 1)

STUDENT #2 CONTACT INFORMATION

Name

E-mail

Freshman Sophomore Junior Senior Graduate Student

STUDENT #3 CONTACT INFORMATION

Name

E-mail

Freshman Sophomore Junior Senior Graduate Student

STUDENT #4 CONTACT INFORMATION

Name

E-mail

Freshman Sophomore Junior Senior Graduate Student

STUDENT #5 CONTACT INFORMATION

Name

E-mail

Freshman Sophomore Junior Senior Graduate Student

STUDENT #6 CONTACT INFORMATION

Name

E-mail

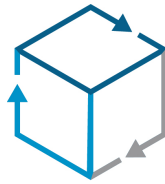
Freshman Sophomore Junior Senior Graduate Student

STUDENT #7 CONTACT INFORMATION

Name

E-mail

Freshman Sophomore Junior Senior Graduate Student



Student Design 2022 Challenge

Certification of Originality

(must be printed clearly, signed by all team members, and submitted with entry)

We, the undersigned, hereby certify that our design entry into the 2022 Paperboard Packaging Alliance Student Design Challenge is an original concept and has been fully executed by us. We further authorize the Paperboard Packaging Alliance to develop publicity in the trade press and general news media concerning our participation in said competition, as well as in connection with any national awards we might receive.

Paperboard Packaging Alliance reserves the right to promote the Student Design Challenge entries in any marketing campaigns, including advertising, website postings, social media, email blasts and print communications, etc. through a royalty-free irrevocable license and will credit students and their respective institutions in any application. Participating students and/or University (subject to individual University's Policy) reserve the right to promote Student Design Challenge participants for the institution's own communications efforts. Any such promotions will be coordinated with Paperboard Packaging Alliance and will name Paperboard Packaging Alliance. All other ownership rights in the entry remain with the student(s).

School Name

School Address

Team member name (please print)

Signature

Date

Team member name (please print)

Signature

Date

Team member name (please print)

Signature

Date

Team member name (please print)

Signature

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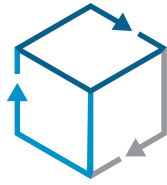
Signature

Date

Team member name (please print)

Signature

Date



Student Design 2022 Challenge

Graduate Student Advisors Guidelines

Graduate student advisors must adhere to the following guidelines in order to participate in the Paperboard Packaging Alliance's 2022 Student Design Challenge:

- Advisor(s) must be a full-time graduate student (has already earned a bachelor's degree or other first degree and not currently working in the packaging field)
- A maximum of two graduate student advisors are allowed to participate on each student team in addition to the undergraduate program professor/advisor
- Advisor(s) can participate in conducting market research and field surveying for the marketing plan
- Advisor(s) can provide expertise on the design elements of the package die line and detailed die drawing
- Advisor(s) cannot create the concept, name or initial idea for the package
- Advisor(s) cannot design the logo or graphics for the package prototype

Graduate Student Advisor Program Incentives

- Advisor(s) will receive 10 percent (equally split between advisors) of the cash award if the student team places in the challenge
- Advisor(s) on winning teams will be included in all press/marketing related media
- Advisor(s) will be featured on the Paperboard Packaging Alliance's website

GRADUATE STUDENT ADVISOR #1

Full Name

Signature

GRADUATE STUDENT ADVISOR #2

Full Name

Signature

Supervising Professor's Verification

I verify that the above graduate student advisors followed the required guidelines in participating in the 2022 Paperboard Packaging Alliance Student Design Challenge.

Name

Signature

Please direct all questions to ppa@afandpa.org