

2024
Winners
BROCHURE
STUDENT GOLD PACK

SPONSORS

The Student Gold Pack Competition is a key aspect of IPSA's Education objective. Through participation, students tackle projects to illustrate the skills required and the challenges that the discipline offers. Project briefs are created to give students the opportunity to demonstrate the role packaging can play in the supply chain and marketing of a product as well as the benefits and functionality of packaging.

The competition is split into three main entry categories: Graphic Design, Packaging Technology and Industrial Design. Prizes are awarded in each of these categories, which have different project briefs and are judged individually.

The headline sponsors of this programme in 2024 are Safripol (Graphic Design), Mpact (Packaging Technology) and Propak (Industrial Design). Additional support has been received this year from Fibre Circle, Polyoak, Polyco, Packaging & Print Media, Packaging SA, Golden Era Group, Bowler Packaging and Metpac SA.

We gratefully thank them for their support, without which these awards could not happen.

For more information on the competition, please visit our website: www.studentgoldpack.org.za



JUDGING



The Organising Committee and Competition Judges represent a range of disciplines and are selected for their expertise in the appropriate fields.

Lecturers from around South Africa selected top entries in their institutions, which were then submitted to the national judging panel, made up as follows:

Graphic Design:

- Bill Marshall - F.I.Pkg (SA)
- Vanessa von Holdt - F.I.Pkg (SA)
- Jan Pretorius
- Casey Ogilvie - M.I. Pkg (SA) Grad
- Kim Hayes - M.I. Pkg (SA) Grad (Nando's)

Packaging Technology:

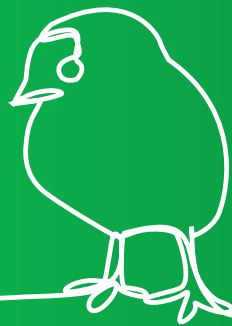
- Vanessa von Holdt - F.I.Pkg (SA)
- Kim Hayes - M.I. Pkg (SA) Grad (Nando's)
- Sumiran Singh - M.I. Pkg (SA) Grad
- Carla Breytech - M.I. Pkg (SA)
- Charles Muller - F.I.Pkg (SA)

Industrial Design:

- Bill Marshall - F.I.Pkg (SA)
- Vanessa von Holdt - F.I.Pkg (SA)
- Trevor Tosh - Polyoak
- Pia Findley
- Marcha van der Merwe



The Student Gold Pack Awards are organised under the auspices of The Institute of Packaging South Africa, by Bill Marshall.

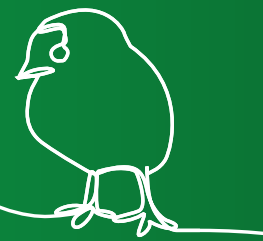


Graphic DESIGN

WINNERS



TOP Winners



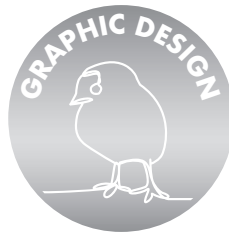
GOLD TROPHY

Kaurin Reddy

Durban University of Technology (DUT)

PRITT'S REFILLABLE 2 IN 1 TAPE DISPENSER

Pritt's invisible tape dispenser packaging makes use of recyclable unbleached paperboard to contain the tape, but also acts as a dispenser with a serrated blade on one side for cutting and can be refilled.



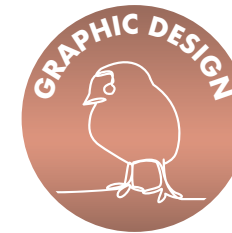
SILVER AWARD

Suné Erasmus

University of Pretoria

CATAPHIL'S RAYBAE RANGE

Cetaphil's RayBae Range, a collaboration with the late artist Gerald Laing, features vibrant, colour-coded packaging for easy identification. Inspired by Laing's halftone beach babes, the range captures the carefree, vibrant spirit of the beach, combining Cetaphil's skincare expertise with artistic flair to create effective and stylish sun protection.



BRONZE AWARD

Keano Guimbra

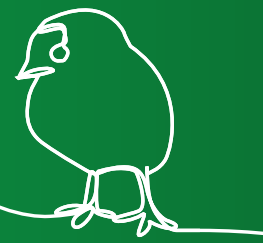
Eduvos Bedfordview

OPENS LIKE A WHISPER

The redesigned Cadbury Whispers packaging features a sleek, purple resealable pouch with a quiet opening mechanism, ideal for discreet use in movie theatres. The package showcases the brand name prominently, along with scattered chocolate spheres and the tagline "shhhhhhhhhhh".



01 THE PACK IS EMPTY WHAT'S NEXT?



BEST IN PROJECT 1



Kaurin Reddy
Durban University of Technology (DUT)

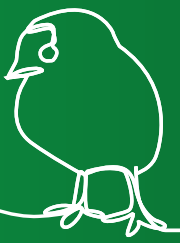
PRITT'S REFILLABLE 2 IN 1 TAPE DISPENSER

My idea is to make use of the invisible tape packaging, and use it as a dispenser, with a serrated blade attached to one side to cut the tape. Not only will this eliminate the need for you to go and buy a tape dispenser, but you would not require scissors to cut the tape and would also allow for the opening of the tape to rest on the serrated part, eliminating the frustration of finding that opening.

Pritt's invisible tape dispenser packaging makes use of recyclable unbleached paperboard to contain the tape, but also acts as a dispenser with a serrated blade on one side for cutting and can be refilled.



01 THE PACK IS EMPTY WHAT'S NEXT?



2ND IN PROJECT 1

Nashen Moodley
IIE Vega Durban

RHYTHM OF LIFE - COCA-COLA

My project is a multi-functional packaging, partnering with coke. The product is a 6 pack carrier that transforms into a musical xylophone which encourage child development through music as well as encouraging parents to spend more time with their children and at the same time improving child development through music and interactive play time. This teaches children to follow instructions, helps with brain development & improves hand-eye coordination.



3RD IN PROJECT 1

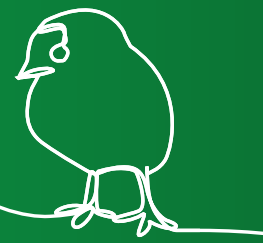
Kayla Swanepoel
Open Window

MUNCH MIX GRANOLA

Mix Munch is a new granola brand that aims to be delicious and exciting! The brand wants to stand out from its competitors by being visually interesting and easier to use the packaging of the product, making use of little foraging characters for each flavour and bright colours to help make the brand more eye-catching and appeal to a younger audience. I decided to create a vibrant, playful and sustainable packaging solution for Munch Mix, where the packing has a life during and after the product has been used, making it a multi-purpose container and part measuring cup lid. The packaging was designed with sustainability and practicality in mind as the materials (recycled plastic and cardboard) are easily recyclable featuring a step-by-step on how to recycle the packaging after you are done using it. This new packaging design for granola not only makes buying and disposing of granola packaging easier, but more importantly sustainable and more exciting.



01 THE PACK IS EMPTY WHAT'S NEXT?



FINALIST

Danielle Francis Ceronio
IIE Vega Cape Town

EASY CHORES WITH CARMIEN

Chores are made easy and fun with new multi-purpose packaging of Carmien Cold Brew Rooibos Tea for children. The packaging gives parents a fun and practical tool to assist in teaching and practising chores with their children that are performed in various rooms of the house. Packaging can be recycled.



FINALIST

Daena Robb
IIE Vega Durban

CUPPA CAPPUCCINO

Cuppa Cappuccino would partner with ePac because they have developed customisable, compostable sachet packaging. The ink that will be used is Bio-based Mineral-Oil-Free inkjet ink because this ink is compostable while remaining suitable for food packaging. The packaging will also make use of a compostable adhesive.



FINALIST

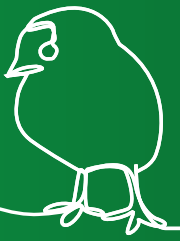
Tyla Roxanne Hutchison
IIE Vega Pretoria

REUSABLE URBAN GROUNDS COFFEE TINS

These tins are made from aluminium, making them durable and washable, convenient to reuse. The label is made using biodegradable ink and glue. The tins are accompanied by a refill bag which is made from compostable paper, allowing consumers to refill their tins with zero waste.



01 THE PACK IS EMPTY WHAT'S NEXT?



FINALIST

Daniela Wencke
IIE Vega Cape Town

STACKABLE TRAVEL JEWELLERY BOX

The jewellery packaging, made from recyclable paper, is specifically designed for receiving jewellery from online orders. It prevents tangling and damage during transit and doubles as a stylish travel jewellery box, ensuring both safe delivery and eco-friendly storage.



FINALIST

Neleah Griesel
Potchefstroom Academy

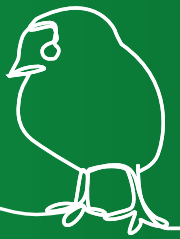
PAP & PLAY

There are many people who cannot afford toys for their children to play with, so I thought to create a way for them to re-use / upcycle something they can afford. With this product one can sew a toy from the scrap materials after finishing the pap. It comes with an attached sewing kit on the inside.

After using your Mieliepap, cut the car or doll's shape out of the fabric. Cut the rest of the bag into smaller parts. Next, stitch the two car/doll shapes to each other back to back using the sewing kit (found attached inside the bag), leaving a small portion unstitched. Fill the unstitched portion with the rest of the cut up fabrics. Once finished, stick up the final portion of the shape and you are done and can enjoy your own toy car/doll.



02 PACKAGING BRANDING POWER⁴



BEST IN PROJECT 2

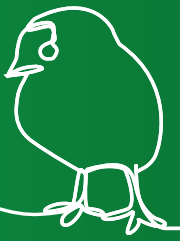
Keano Guimbra
Eduvos Bedfordview

OPENS LIKE A WHISPER

The redesigned Cadbury Whispers packaging features a sleek, purple resealable pouch with a quiet opening mechanism, ideal for discreet use in movie theatres. The package showcases the brand name prominently, along with scattered chocolate spheres and the tagline "shhhhhhhhhhh". Nutritional information and product details are clearly displayed on the back. The design emphasises convenience, silence, and brand recognition, perfectly aligning with the product's positioning as a cinema-friendly snack.



02 PACKAGING BRANDING POWER⁴



2ND IN PROJECT 2

Chesney Fouche
Greenside Design Centre

PACKAGING AND BRANDING FOR LUCKY STAR

Rebranded Lucky Star canned sardines with a starfish logo and playful illustrations. Primary packaging includes a sleeve for easy opening, while the secondary packaging is a boat-shaped display box with a lid that opens into a sail, enhancing shelf presence and brand storytelling.



3RD IN PROJECT 2

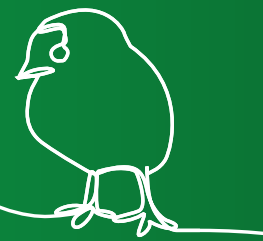
Urma Fritz
Eduvos Bedfordview

WHITE RABBIT ORIGAMI

The candy wrappers can be used to fold origami rabbits and the box doubles as storage for the rabbits after they've been folded. My concept is of a box that resembles a house. This would hold the candy inside. The candy wrappers can be folded into origami rabbits rather than discarded. When the candy wrapper is used to wrap the candy, the logo is visible and the edges are hidden. When folded into origami, the logo is hidden and the edges are visible to show the face and ears.



02 PACKAGING BRANDING POWER⁴



FINALIST

Claudia d'Assonville
Open Window

THE JOURNEY OF NORTHERN CAPE CO-OP OLIVES

To touch onto the concept of the Olive's Journey on the brand the packaging takes a unique approach by having two labels on top of each other create a tactile and hand feel experience for each customer.



FINALIST

Shelby Smit
Open Window

YOYA OATS: FEEDING THE PEOPLE WHILE FEEDING THE PLANET

The primary packaging features biodegradable begasse sachets with a water-repellent, eco-friendly coating. The secondary packaging is biodegradable cardboard, printed with soy inks and features a perforated cutout in the front and back, allowing it to be transformed into a bird feeder.

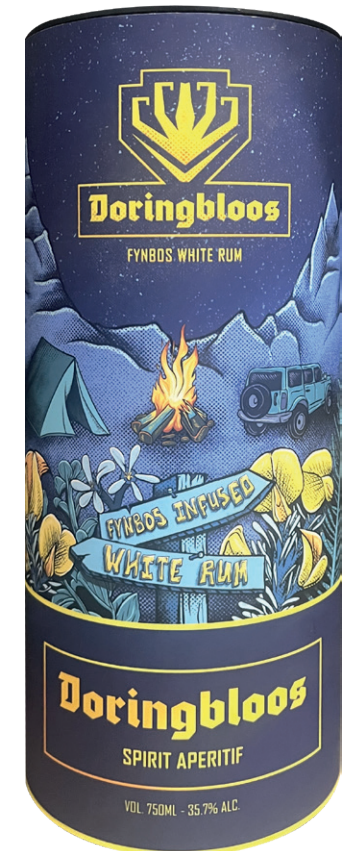


FINALIST

Aliya Wepener
Open Window

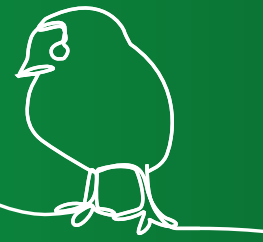
DORINGBLOOS RUM

Doringbloos is an artisanal rum distillery that believes in captivating the essence of South Africa in its profile. More so, the brand story is about reminding users of moments in time: the experience of camping all over the country or reliving events outside under indigenous trees. The logo plays on the duality that is featured in the taste profiles of the product; a thorn surrounding a blushing flower.



03

IF MY FAVOURITE ARTIST DESIGNED MY FAVOURITE PRODUCT'S PACKAGING



BEST IN PROJECT 3

Suné Erasmus
University of Pretoria

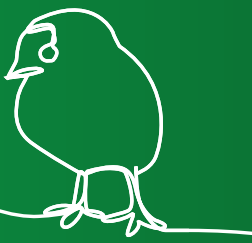
CATAPHIL'S RAYBAE RANGE

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03

IF MY FAVOURITE ARTIST DESIGNED MY FAVOURITE PRODUCT'S PACKAGING



2ND IN PROJECT 3

Tamia Fynn

Durban University of Technology (DUT)

FRESHPAK GOLDBACK

Introducing the new limited-edition Freshpak Rooibos packaging, celebrating proud South African heritage with Freshpak. Designed by local talent, Karabo Poppy, enjoy your favourite rooibos tea this Heritage month. New look, same quality taste. Goodness celebrates heritage.



3RD IN PROJECT 3

Mandy Phumelele Mngoma

Durban University of Technology (DUT)

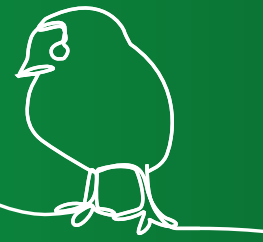
LEGO X PIET MONDRIAN COLLABORATION

I have chosen to do a collaboration between Lego x Piet Mondrian. My packaging consists of 5 boxes which are different sizes and they each carry different colour Lego pieces where you can create/make your own art. All these boxes come together and make one big box.



03

IF MY FAVOURITE ARTIST DESIGNED MY FAVOURITE PRODUCT'S PACKAGING



FINALIST

Lewis Vincent Nico Drummond
IIE Vega Pretoria

MONSTER NOVEAU

This packaging design is for monster energy with the theme natural energies like fire, water, air and earth, the cans make use of art nouveau inspired illustrations symbolizing the natural elements.



FINALIST

Kelly Muller
Open Window

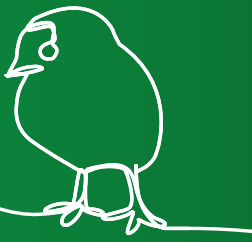
IMAGIN GIN INTO A WHOLE NEW WORLD

The key features of my design for Imagin Gin include the inspiration from Amanda Sage, the use of arch forms to create the illusion of doorways into new worlds, and the incorporation of swirls and bright colours to add depth, movement, and a sense of imagination to the design. My goal in designing Imagin Gin is to create an experience that stimulates the imagination in addition to taste. I wanted to infuse the gin's branding with a sense of wonder and exploration, drawing inspiration from my favourite artist, Amanda Sage, who is renowned for her intricate and visionary work.



03

IF MY FAVOURITE ARTIST DESIGNED MY FAVOURITE PRODUCT'S PACKAGING



FINALIST

Mmakgoshi Mokgoadi
University of Pretoria

TRIED & TINTED

A collaboration between artist, Jamie Harris and Maybelline New York sees their Lifter Gloss range take on a new look. Inspired by Harris' glass and colour mediums, the gloss becomes an exquisite product that looks good & makes sure that every girl is ready for whatever life throws at them.



FINALIST

Ntandoyenkosi Makotore
University of Pretoria

INGWEBU: THE ROYAL BREW

I have chosen to partner Ingwebu and Dr. Esther Mahlangu's art style. The packaging features Esther's signature art style and the traditional red of Ingwebu.

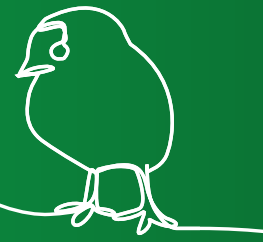
My chosen brand, Ingwebu, is a Ndebele Zimbabwean traditional beer. It is very popular to Ndebele people in Zimbabwe and is an essential part of my culture. Traditional beer has been a staple of Ndebele culture for centuries and I have decided to further keep that tradition alive while expanding the culture. My chosen artist, Dr. Esther Mahlangu is Ndebele by culture.

Her art work is very traditional in nature while maintaining incredible symmetry and vibrant colour use. I found her work perfect for this collaboration because both Ingwebu and her work are a celebration of Ndebele culture.



03

IF MY FAVOURITE ARTIST DESIGNED MY FAVOURITE PRODUCT'S PACKAGING



FINALIST

Olwethu Tukula
Eduvos Bedfordview

JACOBS FOR THE COFFEE LOVERS

I chose Jacobs essentially because I felt that would allow me to switch up the aesthetic of the the brand. The brand has a very classy feel from the colours and it being quite minimalistic so with that it would allow me to add a bit of playfulness but still being minimalistic.

The look I am going for is a bit playful which is a direct opposite to Jacobs aesthetic, but minimalistic which correlates with Jacobs brand. The artist that I chose and am inspired by is Con McHugh a UK based illustrator.



FINALIST

Melize Marais
Eduvos Tyger Valley

JIMMY CHOO - LAVISHLY LAYERED

Designs features the perfume's scents on all sides of the packaging. These designs are layers which then creates a creative depth. And all three designs have different illustrations on the sides.

I chose this brief because of a personal experience I had with my favourite product's packaging. I once ordered perfume online and I could not find what the scent was going to be, it was just a name. I wanted to design a perfume box for Jimmy Choo that has the scents of the perfume loud and clear on it. I had my eyes on Owen Gildersleeve's art for a while, for it was so visually appealing. The layers in the paper artwork are mesmerising. So, I have combined these two things into today's designs. I have made 3 different designs for 3 perfumes, each with scent designs on the sides visually.





PACKAGING *Technology* WINNERS



smarter, sustainable solutions



TOP Winners

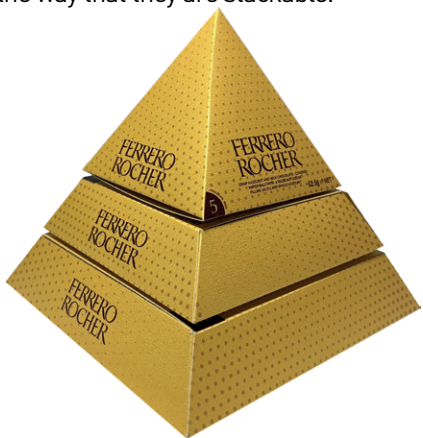


**GOLD
TROPHY**

Rochelle Kleyhans
BusinessPrint (Pty) Ltd
Gauteng

GRAND GREEN GOLD PACKAGING FOR FERRERO ROCHER

Ferrero Rocher have made great advances toward sustainability in their packaging and based on these factors I decided to convert parts of their packaging to a sustainable paper board, reducing the number of components used without taking away from the luxury look & feel while keeping in line with their brand identity. The idea for a pyramid-shaped box was born. I added a modular element, where units can be marketed as a stand-alone product or in unison with 1 or 2 other units and are interactive with each other in the way that they are stackable.



**SILVER
AWARD**

Kendal Jane Geach
Western Cape

CRACK A SNACK

Crack A Snack's redesign of the classic rice cracker packaging aims to reduce the wastage that occurs during distribution and at the point of consumption. The packaging isolates each cracker single serve from the other, and allows the consumer to break off one serving at a time and leaves the remaining product sealed and unaffected by the removal of one compartment.



**BRONZE
AWARD**

Verushka Naik
Hi-Tech Inks Africa (Pty) Ltd
KwaZulu Natal

FUN SHINE BUDDY

Through advancements in material technology, the primary pack's multilayer laminate sachet can seamlessly change to a sustainable mono-layer polypropylene alternative. The primary pack will be printed on directly with water-based, food safe inks. Whilst the secondary pack's multilayer laminate pouch, with some considerations can be packaged in a re-usable, recyclable polypropylene rigid plastic which will carry it's graphics via an interactive, pressure-sensitive paper label with water-soluble adhesive.



01 PLASTIPHOBIA



BEST IN PROJECT 1

Verushka Naik
Hi-Tech Inks Africa (Pty) Ltd
KwaZulu Natal

FUN SHINE BUDDY

Behavioural analysis of the modern lifestyle, displays the need for convenience. With convenience comes individually wrapped, single-serve, on-the-go items which pose a threat to sustainability as these films are rarely recovered post-consumption. Multilayering further exacerbates this problem. Plastic is an economical, versatile packaging material, without which food costs will rise exponentially, threatening food security. So how do we maintain the demand for individual plastic wrapping without it's detrimental impact on the planet? Sustainability through the 4R's is explored to package individually wrapped Mozzarella cheese sticks. Through advancements in material technology, the primary pack's multilayer laminate sachet can seamlessly change to a sustainable mono-layer polypropylene alternative. The primary pack will be printed on directly with water-based, food safe inks. Whilst the secondary pack's multilayer laminate pouch, with some considerations can be packaged in a re-usable, recyclable polypropylene rigid plastic which will carry it's graphics via an interactive, pressure-sensitive paper label with water-soluble adhesive. A potential hinderance to closing this loop was the actuality for the recovery of the small pieces of the mono-layer film from the primary package. This problem was met by Fun-Shine Buddy, conceptual plastics recovery specialist- a character keychain into which multiples of the primary packs can be stored for correct disposal, post-consumption.

01 PLASTIPHOBIA



FINALIST

Datrium Mhlanga
Afrigen Biologics and Vaccines
Western Cape

GOUDA GREEN: PHA-PACKED PERFECTION

Deeshalee Delights prioritises environmental concerns by packaging their 200g semi-hard Gouda cheese blocks in biodegradable and compostable Polyhydroxyalkanoate (PHA) pouches. This innovative packaging not only preserves the cheese's quality, extending its shelf life by safeguarding against moisture, oxygen, and light but also aligns with sustainability goals. The product targets urban middle to upper-middle-class consumers in South Africa and is available through upscale supermarkets, specialty stores, and online platforms. The marketing strategy combines digital and traditional promotions, emphasising the product's natural and premium qualities. Deeshalee Delights' production process ensures efficiency and quality control, while the choice of PHA underscores the company's commitment to reducing plastic waste and enhancing recyclability, positioning them as a leader in sustainable packaging solutions.

Plastic packaging, when manufactured and managed correctly, may play a key role in modern economies. By using PHA for our cheese packaging, we are taking an enormous step toward tackling the global issue of plastic waste. PHA provides a sustainable, safe, and environmentally conscious alternative to traditional plastics, by our commitment to sustainability and responsible packaging practices.



02 INDULGENCE WITH A CONSCIENCE



BEST IN PROJECT 2

Rochelle Kleynhans
BusinessPrint (Pty) Ltd
Gauteng

PACKAGING
Print Media



GRAND GREEN GOLD PACKAGING FOR FERRERO ROCHER

I chose a brief that challenged me, a product that resonated with me, that had a story but also removed me from my comfort zone. As I strolled through Memory Lane, I remembered that one of my high school friends and I used to love Ferrero Rocher chocolates, that we would gift them to one another and that we would use the plastic container afterwards as an elastic and bobby pin storage unit. I also remember that I had about 5 or 6 of these containers and all of them would eventually land in the trash. I never recycled even one piece of the elaborate 8-component packaging, but in the same breath, the packaging never conveyed a message to create awareness around sustainability.

I further investigated the Ferrero Rocher packaging on the shelves at the supermarkets. I realised that these beautiful gold balls of utter luxury, encased in a see-through container, were very much overpackaged, the environment would be the inhibitor of a casket if we as a human race were not responsible in how we approach our packaging. I further investigated Ferrero Rocher online and soon found out that they have made great advances toward sustainability in their packaging, but that they had a long way to go, and based on these factors I decided to convert parts of their packaging to a sustainable paper board and reduce the number of components used without taking away from the luxury look and feel and keeping in line to their brand identity.

I initially wanted to convert the normal clear tray and lid packaging that is currently Polyethylene terephthalate to a paper-based tray and lid box, but the challenge seemed small and the idea quite frankly, boring. I examined Ferrero Rocher's website, brand and products for hours, and eventually noticed the recurring pyramid shape. The logo on almost every single box includes a stacked pyramid. The idea for a pyramid-shaped box was born. I wanted to differentiate Ferrero from Toblerone's triangle even more so by adding a modular element, where units can be marketed as a stand-alone product or in unison with 1 or 2 other units and are interactive with each other in the way that they are stackable.

02 INDULGENCE WITH A CONSCIENCE



2ND IN PROJECT 2

Reezia-Lee Maxton
Hi-Tech Inks Africa (Pty) Ltd
Gauteng

PABOBO (PAPER BOTTLE BODYWASH)

The proposed packaging for the body wash product by Lelive is a distinctly luxurious product with a naturally authentic appeal giving the consumer an opulent experience whilst being environmentally responsible with the introduction of the paper bottle generation which drives sustainability as well as maintains its functional requirements with its 100% PET recyclable pump dispenser. It is aesthetically pleasing, cost efficient, innovative and most of all it is a more sustainable option enhancing integrity and improving a major packaging problem.



3RD IN PROJECT 2

Mikaela Hansraj-Pillay
Rialto
Western Cape

FERRERO ROCHER PACK REDESIGN

This project was focused on the redesigning secondary packaging of Ferrero Rocher's 24 pack chocolates to make it more sustainable. Paperboard was chosen as the substrate to create the base box and lid of the packaging, more specifically folding box board. The box was style was kept as a base and lid to mimic the current product; however, the lid overlaps the base to create a "gift box" feel when you open the packaging. Paper based tamperproof labels are proposed for product integrity. To maintain an aspect of product visibility, cut outs were added to the lid of the box to show the gold foil and the label of the product. To keep the design premium, the artwork was kept minimal with neutral colours. A solid cream background was used with the current logo. The box is only printed on one side of the board, but creative folding techniques will allow the printing to show on the outside and inside of the box. This decreases printing cost and allows for more efficient manufacturing process. Folding the board over itself on the lid and base also reinforces the stability of the box. A double wall was added to the base to enhance the visual and to allow for the cut outs on the lid to be away from the edges.



02 INDULGENCE WITH A CONSCIENCE



FINALIST

Susan Brand
Babylonstoren Pty Ltd
Western Cape



GLINSTER

Sparkling wine is a luxury product, usually over-packaged with unnecessary elements, embellishments and finishes. My proposal is a fully printed aluminium bottle with a cork and muselet. I will use Babylonstoren Sparkling Pinot Noir as an example to showcase how a few adjustments can make a big impact.

- Eliminating the capsule, ribbon and paper labels.
- Reducing the weight of the bottle from glass to aluminium.
- Using a 100% recyclable aluminium bottle with a low carbon footprint,
- Rethinking and challenging what consumers expect sparkling wine to be packaged in.



FINALIST

Vanessa Smith
Woolworths (Pty) Ltd
Western Cape

V-LICIOUS

There is a limited quantity of fresh water in our lakes and rivers, coal and oil reserves beneath the surface, and land that can be used to grow food crops are all examples of the limited resources on our planet. Whether we are a retailer or a manufacturer, the decisions we make must be responsible ones. Earth and customers are impacted by our decisions. When creating a product, our product developers must consider every aspect—the packaging is just as crucial as the product itself!

My challenge is to specify the packaging for any 'luxury product' that adheres to the principles of responsible and sustainable packaging, whilst still delivering its luxury appeal in a cost appropriate manner. I decided to focus on the fourth R of recycling: repurposing, or giving a product a new home rather than disposing of it in a landfill or recycling facility. I made the decision to reconsider how I interact with customers by teaching them to reuse the products. This was done on the inside of the sleeves, which is a very creative way to interact with the customer. Additionally, the carton was redesigned so that it could be used as a jewellery box.



03 PACKAGING THAT SAVES FOOD



BEST IN PROJECT 3



Kendal Jane Geach
Western Cape

Polyco 
Making waste work

CRACK A SNACK

Crack A Snack's redesign of the classic rice cracker packaging aims to reduce the wastage that occurs during distribution and at the point of consumption.

The packaging isolates each cracker single serve from the other, and allows the consumer to break off one serving at a time and leaves the remaining product sealed and unaffected by the removal of one compartment.

To achieve this, the tray is sealed with a lidding film slightly above the height of the cracker to prevent direct contact from any crushing forces which cause the breakage. It is also packed in a retail ready pack as the distribution unit, which minimises the handling of individual units when stocking shelves at the retailer.

The retail ready pack supports the package so that it can stand upright for the printed lidding film to be customer-facing. This achieves a differentiated visual within the cracker category, and the invitation to crack off of a snack provides an interactive experience and convenience.

The design also features base stabilisers so that an individual compartment will be stable once separated from the parent pack. It also includes a finger inlet, to ease access to the first cracker, as they are tightly packed to prevent movement.

By reducing breakages, there is reduced product loss before reaching the consumer, thereby saving food. And, by preventing exposure of all product to the environment when only a few crackers will be consumed, prevents consumer waste due to negative organoleptic changes, thereby saving food.

03 PACKAGING THAT SAVES FOOD



2ND IN PROJECT 3

Louisa Joubert
Gauteng

INNOVATIVE PACKAGING TO EXTEND THE SHELF-LIFE OF BANANAS. REDUCING THE WASTE AT CONSUMER LEVEL

Bananas are the fruit that is wasted the most at consumer level owing to its innate nature to become overripe very quickly due to the presence of high concentrations of ethylene, a naturally occurring plant hormone in bananas responsible for the ripening of the fruit.

With specialised packaging design that prevents the build-up of ethylene and a liner formulated with ethylene absorbing agents, the shelf-life of bananas can be extended, reducing waste of overripe bananas, as well as providing innovative suggestions for consumers to use bananas at all stages of ripeness to further reduce wastage. To further encourage circular economy, the agricultural waste from banana farming is repurposed to produce the packaging for the bananas.



3RD IN PROJECT 3

Mudau Fulufhelo
Heineken S A
Gauteng

INDIVIDUALLY WRAPPED POLONY SLICES WITH PP/EVOH/PE PROPEEL MULTILAYER PLASTIC FILMS

There is a lot of waste for processed meats loafs in home use storage. Polony in a loaf is cheaper but once you open it, it is exposed to air then it starts to dry and develop slime and change the colour causing it to spoil. This leads to product waste. Some people end up cutting off the cut end of the loaf (Polony). Packaging polony slices in PP/EVOH/PE can enhance shelf life, ensure convenience, offer visual appeal, and meet safety standards. This combination of materials forms an efficient barrier against environmental factors, making it a suitable choice for individually wrapped polony slices. PE is an ideal material for secondary package of individually wrapped polony slices due to its excellent saleability, flexibility, moisture resistance, cost-effectiveness, recyclability, and compliance with food safety standards. Using boxes for the tertiary packaging of polony slices provides multiple benefits, including enhanced protection during transportation, improved storage and handling efficiency, marketing advantages, and compliance with food safety regulations. Corrugated boxes serve as tertiary packaging and are efficient, sustainable, and cost-effective solution that meets their packaging needs while ensuring product protection throughout the supply chain. Wooden pallets serve as an effective tertiary packaging solution for polony slices due to their durability, strength, cost-effectiveness, and environmental benefits.



03 PACKAGING THAT SAVES FOOD



FINALIST

Tendekai Munashe Maiswa
Nurscon Flexibles (Pty) Ltd
Gauteng

SUSTAINABLY-PACKAGED BABY CEREAL - SIMPLIYUM

SimpliYum baby cereal is a baby cereal that comes in a single-serve pack that is made of 100% recyclable polyethylene laminates with a barrier adhesive and barrier coating which aims to improve the shelf-life of the baby cereal. The single-serve pack will not only ensure that the cereal is consumed at its optimal quality, but it will also make the baby cereal affordable to disadvantaged consumer groups by the availability of single packs that are affordable and available in non-conventional retail outlets, for example, tuck shops and spaza shops which are predominantly found in their communities.

FINALIST

Leonard Nosworthy
Mpact Paper Springs, a division of Mpact Operations (Pty) Ltd
Gauteng

SO CHEESY SELF SEAL

The proposal contained within this document is for an innovative overhaul to the current packaging solution for larger format pre-packaged Lancewood Cheddar Cheese sold in retailers. It is an offering centred around sustainability and the circular economy. By introducing a press-to-close zipper closure into the packaging eliminates the hassle for consumers and will have strong appeal to most housewives in the middle to upper income group who purchase these larger offerings. The packaging films will move on from the current PET and PE laminate films, to a fully recyclable machine direction-oriented polyethylene (MDO PE) mono-material film, with advanced barrier and UV protection that will keep moisture in and oxygen and light out, while in the supply chain. In the home, due to the convenient closure, it will reduce the risk of the cheese becoming tainted by other odours in the refrigerator while reducing exposure to oxygen and microbiological attack, as in the current format.



FINALIST

Camille Jesse Tobias-Tlhakudi
Chet Chemicals
Gauteng

SEAWEED-BASED TOMATO PASTE CAPSULES

Seaweed-based films have emerged as a promising solution for sustainable food packaging due to their renewable sourcing, biodegradability, and functional properties. Seaweed's properties that make it feasible for packaging use. Seaweed-based packaging through the use of edible packaging presents itself as a feasible alternative to the current packaging on the market, such as plastics, metal cans, and aluminium foils. In addition, despite all the benefits to the environment and convenience of consumers using seaweed-based packaging, there may still be reluctance to shift to using and/or eating edible packaging as consumers are used to throwing packaging away.



Industrial DESIGN

WINNERS



TOP Winners



**GOLD
TROPHY**

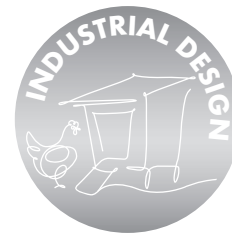
BEST IN INDUSTRIAL DESIGN

Johannes Albertus Janse van Vuuren
University of Johannesburg

RECARRY

This packaging design, made from recycled billboard PVC vinyl, ensures sustainability by giving the material three lives: as a billboard, packaging, and a reusable bag. Key features include efficient material use, easy assembly, durability, and branding. The packaging transforms into a carry bag for lasting utility, for farm, construction and industry workers.

TOP Winners



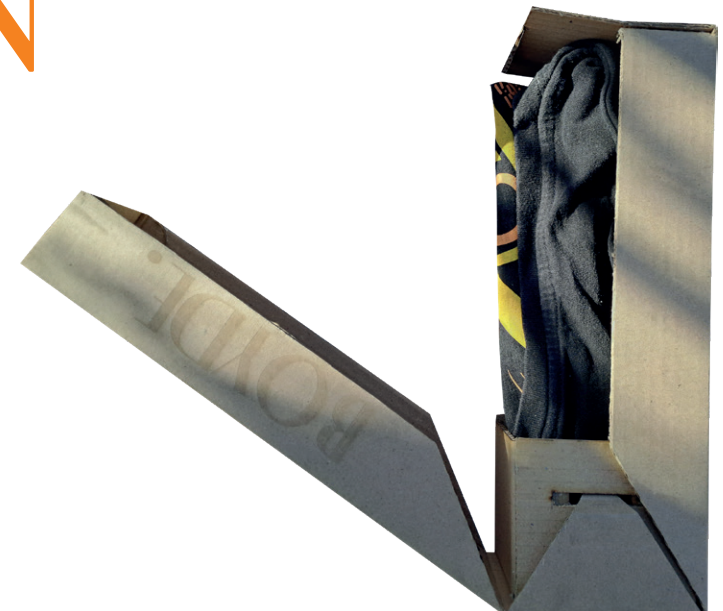
**SILVER
AWARD**

SILVER IN INDUSTRIAL DESIGN

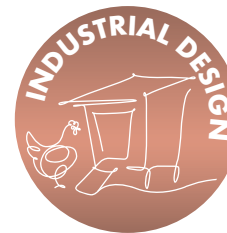
Rethabile Mosia
University of Johannesburg

URBANE BOX

The packaging presents itself with a protection sleeve that can be removed. This protects the perforations that reveal the packaging's second use: an accessories hanger. The hanger can be pushed out and doubled for extra strength. The hanger can organise ties, bandanas, scarves, belts and more in your closet.



TOP Winners



**BRONZE
AWARD**



BRONZE IN INDUSTRIAL DESIGN

Mark Moes

Tshwane University of Technology

FIT-O-PACK

Fully adaptable packaging that will change the shipping industry for clothes in SA. The fully sealed box can be opened within a few seconds to reveal the piece/pieces of clothing. This is allowed by 2 pulling tabs that breaks the seal of the box. It has a secondary use as a carry bag or picnic basket. Made from recycled card and only uses biodegradable material.



**POLYOAK
PACKAGING**

PERK UP ONLINE PURCHASES PACKAGING



FINALIST

Keletso Thorn Mokgabudi
Tshwane University of Technology

THE TACTILE FOLD

Imagine a world where every detail of a product is thoughtfully designed to enhance the daily lives of individuals with visual impairments. Let me introduce you to the innovative t-shirt packaging solution - an empowering blend of function and inclusivity. This packing is not just a container; it is a carefully engineered folding mechanism that simplifies the process of t-shirt folding, tailored specifically for people who are blind.

What makes this product unique is the inclusions of Braille Instructions, carefully positioned to assist users in each folding step confidently and easily. This innovative method not only simplifies t-shirt organisation but also highlights the dedication to making products that support and promote diversity. Uncover how to turn everyday tasks into empowering experiences, one fold at a time.



FINALIST

Powell Nenwali
Tshwane University of Technology

GENTLEMAN GUIDE

Sleek, functional and minimalistic packaging in red and black, symbolising quality. Automatically opens when slid out, revealing space for a shirt, bow tie and mini tie. Side slots open seamlessly for added convenience. Eco-friendly, with efficient material use, designed to offer a premium, gentlemanly unboxing experience.

Inspired by the elegance and precision of the gentleman style. I sought to design packaging that embodies sophistication, functionality and sustainability. My goal was to create an experience that reflects the values of quality and simplicity, ensuring the recipient feels a sense of refinement and purpose from the moment they open it.



PERK UP ONLINE PURCHASES PACKAGING



FINALIST

Tauriq Omer

Cape Peninsula University of Technology (CPUT)

VEIL VOGUE PACKAGING

Veil Vogue Packaging offers premium hijabs and scarves packaging that reflects their elegance and quality. Signature 4-holed hanger design enhances the unboxing experience. The packaging includes a clip for attaching multiple hangers, allowing for an organised display of your collection. It is a prototype and materials of packaging can change.

At Veil Vogue Packaging, we believe that the presentation of your product should reflect its elegance and quality. Specialising in premium packaging for hijabs and scarves, we offer a unique and sophisticated solution that not only protects but also enhances your product's appeal.



FINALIST

Leandro da Silva

University of Johannesburg

MODULAR STORAGE SYSTEM (SUPERBALIST)

Second life packaging designed for Superbalist.com. The system allows you to create your own Modular Storage System for storing your purchased clothes and shoes. The system is made up of three different box sizes for small clothing items, larger clothing items and shoes. This system is completely customisable letting you organise and store your fashion items how you like it.



PERK UP ONLINE PURCHASES PACKAGING



FINALIST

Minette Ackermann
University of Johannesburg

ME&B FRAMING PACKAGE

Geometric form, wavy side panels with strong joints. The package has a pattern on the exterior that reflects Me&B's brand identity. The package has a 2nd life. To stay sustainable it folds into a thick walled frame leaving minimal offcuts.



FINALIST

Morgan Potgieter
University of Johannesburg

TREAD DEEP TRACKS

Tread Deep Tracks Packaging captures the Freestyle's essence and resonates with online shoppers. The packaging features clean lines and a balanced colour palette. The use of earthy tones evokes a sense of sustainability, while bold accents add a modern touch. It is designed to transform into a multipurpose toolbox and promotes local craftsmanship and the reuse of packaging.



PERK UP ONLINE PURCHASES PACKAGING



FINALIST

Travis Krumples

University of Johannesburg

FOM BRAND PACKAGING - SECOND LIFE

For the final prototype, I laser-cut the outer edges of the net/box and engraved the fold lines for accuracy, ensuring a seamless finish. I used 3mm cardboard, then folded and glued the box together. The graphics were printed on brown and white cardboard and carefully adhered to the surface.



FINALIST

Sihle Sibiya

University of Johannesburg

GXB BOOM BOX BY BANK OF IDEAS

The design is meant to have two roles. It is first a package for the GALXBOY merchandise which is mostly clothing. With the expansion of the brand in South Africa and the role it has to streetwear culture. The package turns into a music amplifier as it can be used to be speaker. Streetwear culture embraces music and this product bridges the two with an actual product.



PERK UP ONLINE PURCHASES PACKAGING



FINALIST

Julian McLachlan Bester

Cape Peninsula University of Technology (CPUT)

BOX & BOXERS

Made from recycled PET plastic bottles and produced through 3D printing, this packaging minimises material waste, eliminates labels and adhesives, and reduces production complexity. Each package is customised to fit the order size. Supports localised manufacturing, reduces carbon footprint, and enables easy recycling and reuse, promoting a circular economy.



FINALIST

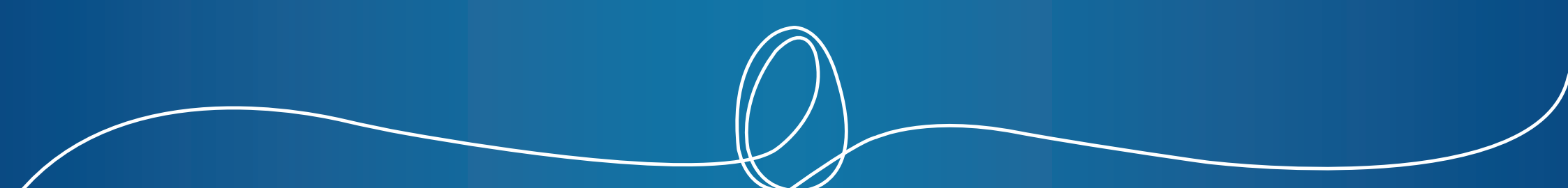
Jarod De Villiers

Cape Peninsula University of Technology (CPUT)

THE BOOK BOX

Inspired by books themselves, I designed the book box as a creative & effective solution for over packaging, more specifically for clothes. I wanted the box to be able to transport most forms of lightweight clothing while using less materials overall for construction. The Book Box only requires cardboard and adhesive, completely eliminating the need for tape, and is a massive size reduction from conventional packaging. It can hold up to 3 short or long sleeve t-shirts, a dozen socks, 8 pairs of underwear, 4 beanies and small accessories such as ties, scarves and gloves. The Book Box has dual compartments that are there to keep distinct items separate from each other to ensure no searching around between your items when opening the box. The Book Box: A compact, creative solution to overpacking that's also hassle free.





Food SCIENCE & TECHNOLOGY WINNERS



Winners



Team: Paige Wardle, Suzan Wentzel, Lumé van Eck, Anné Potgieter, Carli Lourens & Kholiwe Biyela

Stellenbosch University

BOB'S BREAD SPREAD PACKAGING

The packaging concept for Bob's meaty flavoured bread spread, is carefully designed to enclose, protect, and extend the product's shelf life while meeting all technical processing requirements. Bob's will be packaged in flexible plastic casings made of multilayer nylon (polyamide) and secured with an aluminium Polyclip on both ends. By functioning as a strong barrier against oxygen, aroma and water, the nylon prevents product seepage, microbiological contamination and growth, rancidity, and colour changes. Bob's packaging is made to resemble well-known items like liver spreads and polony, so consumers will link Bob's to a meat-based product. As the material used is difficult to recycle, various up-cycling methods are proposed to consumers such as making a bracelet for kids.

Runners-Up



Team:
Joy Machabi, Marli Kotze,
Niel van Heerden, Carine Vermeulen,
Cara Smit & Elzaan Louw

Stellenbosch University

AMA-PHUTU

Entering the spaza shop market, Ama-Phuthu introduces a modern take on the traditional dish Phuthu/Krummelpap and Amasi. The 75 g single sachet and 300 g gusseted pouch diversify smaller pack sizes in the maize porridge market, which differentiates it from alternative packs in this category. This relates to the trend of downsizing pack sizes seen in Spaza shops. The “open and prepare all” concept of both packs eliminate the need for manual measuring, making preparation easy and reduces the need for the resealing of unused product, preventing contamination and reducing food wastage.

2025 STUDENT GOLD PACK

Student Gold Pack 2025 will be launched in March 2025.

For more information, contact:

Bill Marshall

IPSA Student Gold Pack Competition Organiser

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