

STUDENT
GO
LD
PACK
2020

Award Winners:

**GRAPHIC
DESIGN**

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 Food Science. Prizes are awarded in each of these categories, which have different project briefs and are judged individually.

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



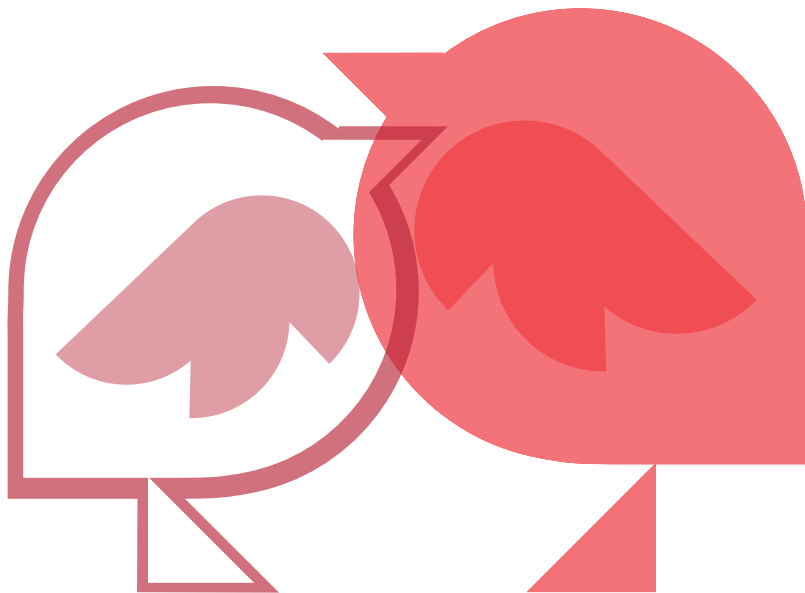
Judging

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, which was made up as follows:

Caitlin Paige
Kim Hayes
Susi Moore
Vanessa von Holdt
Hannah McDonald
Bill Marshall

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



Winners

GOLD TROPHY

Megan McCarthy
Stellenbosch Academy of Design & Photography

CRUSHING COVID PERSONAL PANDEMIC PACK

The colourful design of the shipper box and fun house shape of the inner pack create a sense of excitement around the unboxing experience, while the inclusion of a “Crushing COVID” card game reinforces calls for individuals to stay home to prevent the spread of COVID-19.



SILVER AWARD

Jarryd Keuter
Durban University of Technology

BRIGHT SIDE

The familiar, friendly colour palette and simple isometric illustrations on this packaging grab the consumer's attention, while the hinged lid provides a way to maximise the amount of space available on the outside of the box to communicate the relevant information.



BRONZE AWARD

Jauhara Allee
University of Johannesburg

SANGOGO'S GIFT TO YOU

This suitcase-shaped pack, chock-full of wisdom and practical body products gifted from a quick-witted “gogo” to her teenage grandchild, is marketable and creative.



Project Brief 1

TECHNOLOGY FOR DUMMIES

Inverters are fast becoming household items as part of power back-up systems during load-shedding. Your client wants you to design the packaging for a small household inverter. These will be sold in general dealers without the benefit of a knowledgeable salesman. The packaging of the inverter needs to clearly explain how the inverter works and how it is part of a solar panel and battery back-up system in the consumer's house. The pack will contain only the inverter and will be sold off-shelf in a retail supermarket.

Best in Project 1

Jarryd Keuter
Durban University of Technology

BRIGHT SIDE



The familiar, friendly colour palette and simple isometric illustrations on this packaging grab the consumer's attention, while the hinged lid provides a way to maximise the amount of space available on the outside of the box to communicate the relevant information.

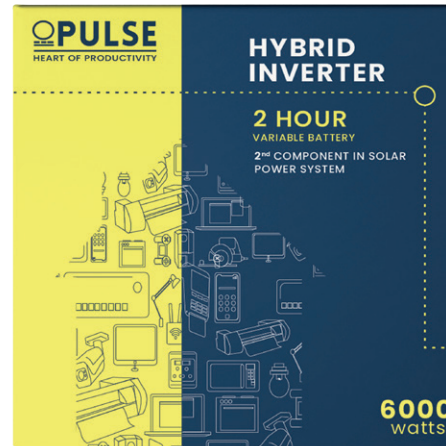
Project Brief 1

2nd in Project 1

Given Dube
University of Johannesburg

HUAWEI HYBRID INVERTER

Presenting complex knowledge in a simplified manner, this design invigorates the Huawei brand identity.



3rd in Project 1

Vickhal Roopram
Durban University of Technology

PULSE HYBRID INVERTER

This easy-to-navigate packaging aims to help consumer productivity and security of both their home and equipment.



Finalist

Karla Potgieter
Nelson Mandela University

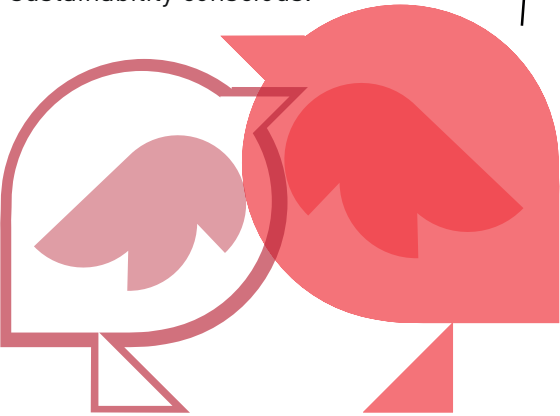
LOAD SHREDDER

This pack mirrors the powerful solution to load shedding while including simple and understandable instructions and guides to make it user-friendly.

Project Brief 2

ECO CRISPS

Your client's technical team have developed a new packaging format that overcomes most current potato crisp packaging recyclability problems. You are briefed to update any existing brand or create a new one of your choice that will leverage this advantage to the consumer target market that is environmentally or sustainability conscious.



Best in Project 2

+ JUDGES' SPECIAL MENTION:
Sustainability



Martin Head
Pearson – Bedfordview

WOOLWORTHS ECO CRISP RANGE

This design presented an innovative solution to problems currently faced in packaging for crisps and communicated this boldly to the consumer, making this an example of packaging which eco-conscious consumers can feel confident purchasing.



Project Brief 2

2nd in Project 2

Deidre Bruwer

Stellenbosch Academy of Design & Photography

VEGAN CRISPS

Using an illustrative, painted style for the on-pack designs to highlight the natural elements of the packaging and its contents, the back of the pack explains how the packaging can be reused as a planter.



3rd in Project 2

Shriya Baboolal
University of Johannesburg

SUNSHINE FOODS POTATO CHIPS

Aimed at the eco-conscious consumer who wants to reduce plastic in their lifestyle, the brown Kraft paper and consistent copy leaves no doubt that this is an eco-friendly packaging solution.



Project Brief 2

Finalist + **JUDGES' SPECIAL MENTION:**
Engagement

Finalist + **JUDGES' SPECIAL MENTION:**
Brand Architecture

Mia Andrews
Greenside Design Center

GROUNDLED

This packaging embodies a unique, playful brand which is appealing to young adults, while communicating its sustainable nature through copy and icons on the back panels.



Amberleigh Du Plessis
Nelson Mandela University

MZANZI MUNCH

The bright, "in-your-face" designs which this packaging showcases, as well as the twist function as a means to open the packaging, presented an engaging concept.



Finalist

Aine-Mairi O'Donnell
University of Johannesburg

DORITOS GOING ECO

This update of Doritos packaging utilises dynamic graphics and a primary colour palette on a reusable and biodegradable triangular format.

Project Brief 2

Finalist

Brian Chifakacha
Pearson – Midrand

CRISPYNAX



This entry clearly communicates that the pack is accepted by recyclers and is safe for reuse, while the graphics catch the eye.

Finalist

Lara van der Walt
Nelson Mandela University

WAY BETTER SNACKS
ECO-PACKAGED TUBS

Crisps are rehomed into paperboard tubs, with the updated packaging format described in consumer-friendly copy, while brand consistency is attained through simple graphics.



Finalist

Cahti Coulson
University of Johannesburg

THE NATURAL CHIP CO



This design uses biodegradable packaging, while the graphics present a sophisticated, vintage feel.

Finalist

Gemma Shepherd
Stellenbosch Academy
of Design & Photography

ROOTSTOCK ORIGINAL
VEGETABLE CHIPS

This redesign of an existing brand updates the Rootstock packaging to a resealable bag that stands on its own and tells its consumers about the sustainable nature of the packaging.



Project Brief 2

Finalist

Lisa Geldenhuys
Stellenbosch Academy
of Design & Photography

RESEALABLE & ECO-FRIENDLY
PRINGLES CHIP PACKAGING

Finalist

Mia van der Westhuyzen
Stellenbosch Academy
of Design & Photography

**WOOLWORTHS HANDCOOKED
POTATO CRISPS**



The packaging prominently displays recyclability and sustainability messages on pack, and presents a fun “bowl” format, while retaining a sophisticated, premium look that ties into the Woolworths brand identity.



Through a quirky design of potato characters, this packaging shapes an eco-friendly narrative for Pringles' new recyclable range of resealable crisp packets.

Finalist

Thomas Moss
Stellenbosch Academy
of Design & Photography

DARLING BREW CRISPS



This packaging clearly displays its sustainable, recyclable nature through various flashes and diagrams on-pack while tying into Darling Brew's current visual identity.

Finalist

Zeenat Bismilla
University of Johannesburg

**NOTHING BUT
POTATO CHIPS**



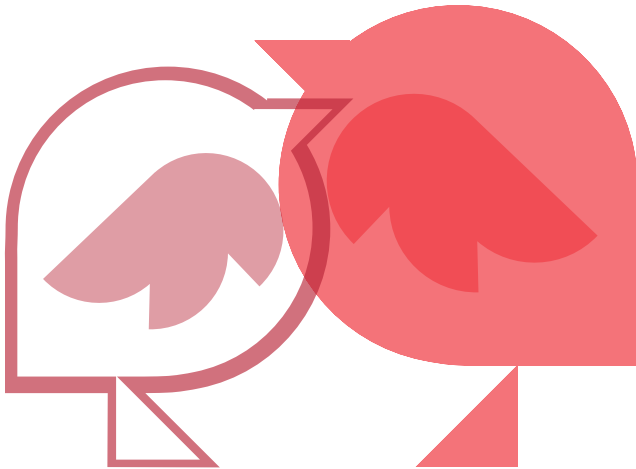
This tube conveys the idea of re-using as a method of recycling through on-pack copy, while retaining a consistent, friendly brand identity with bright colours, simple graphics and bold typography.

Project Brief 3

GOGO'S GIFT TO YOU

Create the packaging for a gift pack that a grandmother would want to give to their teenage grandchild and would be appealing to the recipient. The gift pack should contain at least

1. A deodorant,
2. A hair shampoo (or body wash)
3. A sponge (or loofah).



Best in Project 3

Jauhara Allee
University of Johannesburg

SANGOGO'S GIFT TO YOU

This suitcase-shaped pack, chock-full of wisdom and practical body products gifted from a quick-witted "gogo" to her teenage grandchild, is marketable and creative.



Project Brief 3



2nd in Project 3

Sarah Stewart
Stellenbosch Academy of Design & Photography

THE BODY SHOP – NOT SOCKS

This fun, visually striking packaging tackles the project brief from a humorous angle, presenting a product that sets itself up as better than the alternative quintessential granny's gift — socks.

3rd in Project 3

Paula Currie
Stellenbosch Academy of Design & Photography

MOLLY CODDLE LOOP BARS GIFT PACK

This gift pack, which contains a deodorant, shampoo, body wash and loofah in the form of “soaps on a rope”, presents an innovative format.



Project Brief 3

Finalist + JUDGES' SPECIAL MENTION: Brand Design

Karabo Matjie
University of Johannesburg

MZUKULU

A purposeful packaging design for a gift pack of lotion, deodorant, shampoo and a loofah, the packaging is inspired by modern Ndebele prints that are influenced by Esther Mahlangu, an artistic and creative elderly South African woman, ugogo (grandmother).



Finalist + JUDGES' SPECIAL MENTION: Green Fingers

Annabelle Armstrong
Stellenbosch Academy of Design & Photography

WOOLWORTHS NURTURE WITH NATURE

This pack recreates the look and feel of succulent plants in the form of sustainable, reusable and recyclable packaging.



Finalist + JUDGES' SPECIAL MENTION: Green Fingers

Logan van Zyl
Stellenbosch Academy of Design & Photography

LUSH GIFT PACK

This packaging plays on the idea of interactions and reuse, integrating the idea that it can become a planter box once used for its primary purpose.



Project Brief 3

Finalist

Jasmine Acton
IIE Vega – Johannesburg

GRANNY'S GIFT

The brand "Granny's" was created to symbolise the care, love and wisdom which grandmothers wish to impart to their teenage granddaughters, and this is conveyed through the design.



Finalist



Rani Smith
University of Johannesburg

YENGGAH: FIT FOR AN AFRICAN QUEEN

This packaging aims to take the recipient on a journey through its hexagonal shape, which opens up to different compartments, each of which store various care products.

Finalist

Daniela Albuquerque
University of Johannesburg

THE BODY SHOP – WITH LOVE, FROM GOGO

Boasting packaging made from recyclable materials, this complete gift set — which comes in a variety of themes and colours — is designed to leave a lasting memory from Gogo.



Project Brief 3

Finalist

Rebecca Langmead
Stellenbosch Academy
of Design & Photography

RED RIDING HOOD INSPIRED GIFT BOX

This circular, brightly coloured box plays on the classic story of Little Red Riding Hood, using whimsical forest-inspired imagery to recall the nostalgia of fairytales and emphasising the bond between grandmothers and granddaughters.



Finalist

Takalani Ramathikithi
University of Johannesburg

ISIPHO GIFT PACKAGING

This entry cleverly positions itself as packaging that would catch the eye of the elderly purchaser while remaining appealing to the recipient, a teenage granddaughter, through the use of striking colour palettes and bold graphics.



Finalist

Zintle Dube
University of Johannesburg

IMVELO HYGIENE BOX

"Imvelo", meaning "nature", is inspired by how close the older generation is to nature, with the packaging promoting a homemade, vegan product that gives the grandchild an essence of their grandmother's touch.



Project Brief 4

Best in
Project 4

PERSONAL PANDEMIC PACK

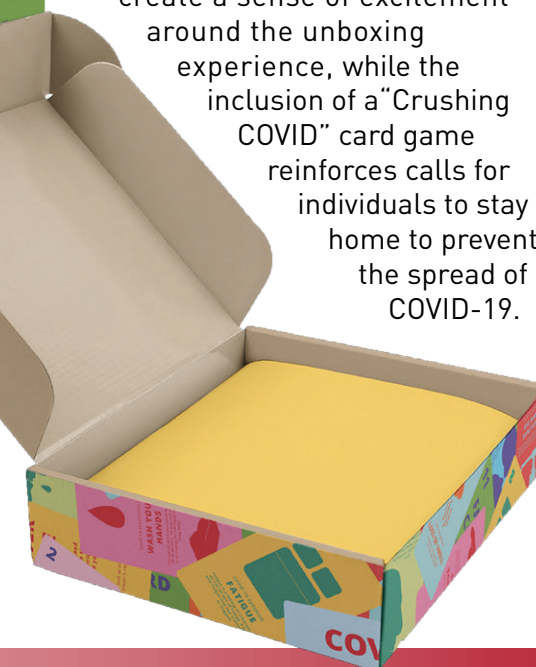
Design and specify the packaging for a 'COVID-19' personal combination pack to be sold and distributed online through an e-commerce platform. The objective is to create a combination pack of at least three products that enhances the consumer experience in receiving and opening the packaging, whilst working as effective primary packaging and as a shipper/distribution unit.



Megan McCarthy
Stellenbosch Academy
of Design & Photography

CRUSHING COVID PERSONAL PANDEMIC PACK

The colourful design of the shipper box and the fun house-shaped inner pack create a sense of excitement around the unboxing experience, while the inclusion of a "Crushing COVID" card game reinforces calls for individuals to stay home to prevent the spread of COVID-19.



Project Brief 4

2nd in
Project 4

+ JUDGES' SPECIAL MENTION:
Brand
Development

Crystal Leonard
Nelson Mandela University

SPEC-SAVERS 2020 VISION

This pack, which has specifically been designed to address the issue of foggy spectacles experienced by many during the COVID-19 pandemic, contains an anti-fog spray bottle, a specially designed mask, a sanitiser spray bottle and a spectacle cleaning cloth, all housed within a deep glasses case, which is then wrapped around with a communicative sleeve and transported in a well-conceived shipper box.



Project Brief 4

2nd in Project 4

+ JUDGES' SPECIAL MENTION:

*Packaging
Adds Value*



Bowler Plastics (Pty) Ltd

Abilene Govindsamy
Durban University of Technology

LIFEBUOY EASY PROTECT PACK

A pack that is simple, affordable and innovative while staying true to the brand integrity of Lifebuoy, this pack contains all the gear needed to protect oneself during the COVID-19 pandemic and provides a fun and interactive solution. The face shield is utilised to complete the clear plastic element of the packaging, providing the user with an unconventional "unboxing" experience.



Project Brief 4

2nd in
Project 4

+ JUDGES' SPECIAL MENTION:

Storytelling

PACKAGING
& Print Media

Rachel Larkin
Nelson Mandela University

DETTOL – MY CLEVER PIG PACK

The “My Clever Pig Pack” is a dual-purpose, educational vessel that benefits more than one user by using the well-loved children’s story of the Three Little Pigs as a narrative starting point. The pack provides a fun solution for families with small children, visually communicating the importance of safety, social distancing and staying home in multiple ways on-pack while housing various Dettol products: hand wash, hand sanitiser, personal care wipes and a material mask.



Project Brief 4

Finalist + JUDGES' SPECIAL MENTION: Mental Health

Tannah Renou
IIE Vega – Durban

FRESH FRIENDS: YOUR QUARANTINE COMPANION

A reusable, sustainable and fun piece of packaging, containing products which are made from fruit and vegetables, this entry showcases a fresh and empathetic take on the lockdown experience of Generation Z members and promotes positive mental health solutions to the loneliness felt by many as a result of lockdown and isolation.



Finalist

Chanté Harding
IIE Vega – Cape Town

HUMORIS

Based on the insight that people are eager to use humour to cope during the pandemic, Humoris gives consumers the chance to find out which pandemic personality best suits them by ordering through an online quiz, allowing them to laugh at themselves and to connect with others while remaining safe.





Student Gold Pack 2021 will be launched in March 2021.

For more information, contact:

Bill Marshall

IPSA Student Gold Pack Competition Organiser

studentgoldpack@ipsa.org.za

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GO
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2020**

Award Winners:

**PACKAG-
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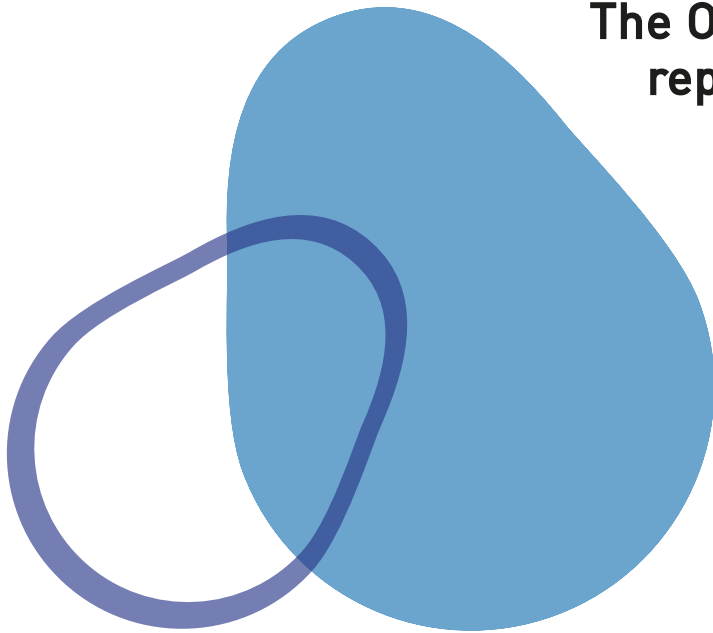
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Clive Glover
Kim Hayes
Ralph von Veh
Vanessa von Holdt
Bill Marshall

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Winners

GOLD TROPHY

Claudine Van De Venter
IPSA Western Cape

THE HUNGRY DOG CHEWY TREATS

The distinctive shaped shipper/display carton allows for stable stacking and storing whilst being space saving. It's easily identifiable when retrieving stock from the storerooms and its design is intuitive for display.



SILVER AWARD

Charmaine Snyman
IPSA Northern Region

CUTICURA PERSONAL PANDEMIC CARE PACKAGE

The combination pack has been created as the concept of a board game involving a family experiencing a "lockdown" environment, where social distancing is the protocol.



BRONZE AWARD

Jackelyn Naidoo
IPSA Western Cape

TSEK JERMS! PERSONAL COMBINATION PACK

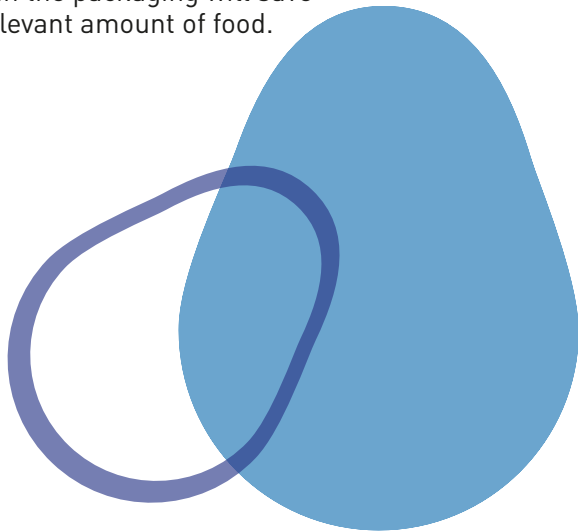
The technical development of the combination pack, the packaging practices, attractive graphic sales appeal and use of sustainable materials was the focus of this pandemic pack.



Project Brief 1

SAVE FOOD

You are challenged to specify and design the packaging for any existing or new food product that will significantly reduce food losses or food wastage in the supply chain. Your motivation for proposed packaging specification should explain how and where in the supply chain the packaging will save a relevant amount of food.



Best in Project

Fortunate Tsuru
Distance Learner

SENSATIONS DRIED MANGO POWDER

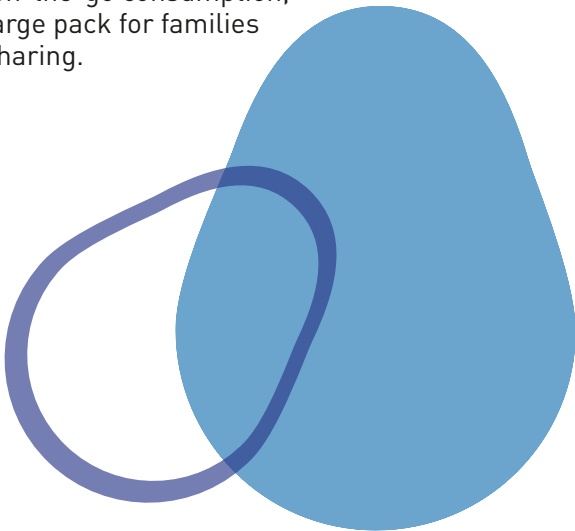


The pouch construction facilitates the delivery of processed powdered mango to reach the market without losses from handling and the short shelf life of unprocessed fruit.

Project Brief 2

ECO CRISPS

Propose the packaging material for a retail pack of potato crisps. The current packaging used for most crisps (Mett BOPP) is not widely recycled. Develop and specify the packaging for a more easily recyclable packaging format using an existing or a new brand. Your proposed packaging could be a small pack for on-the-go consumption, or large pack for families or sharing.



Best in Project

Suzanne Mouelle
Distance Learner

PLANTAIN CHIPS
VERSATILE ECO
BAG-IN-BOX

Intended for the Cameroun market, the 'Eco Bag-In-Box' enables consumers to keep their chips fresh with re-closable, biodegradable cellophane pouch and an 'Eco-Box' of recyclable board.

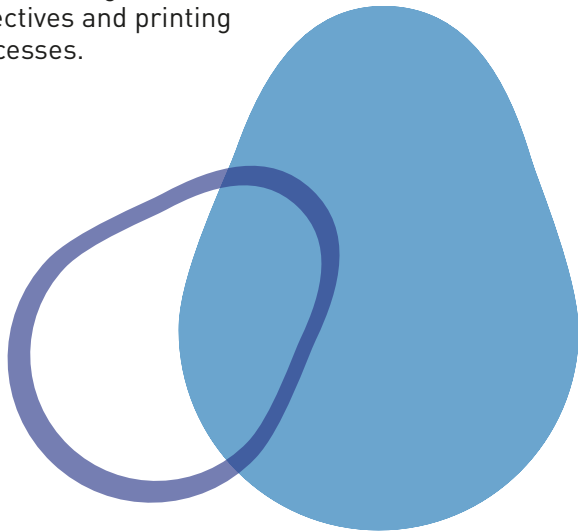


Project Brief 3

RETAIL READY

Develop the distribution unit for any product sold in the retail environment that maximises the shipper's functionality and efficiency as a display unit at the retail level.

Specify the packaging format, materials, graphic design communication objectives and printing processes.



Best in Project

+ Judges' Special Mention:
BEST WRITTEN

Claudine Van De Venter
IPSA Western Cape

PACKAGING
& Print Media

THE HUNGRY DOG CHEWY TREATS

The distinctive shaped shipper/display carton allows for stable stacking and storing whilst being space saving. It's easily identifiable when retrieving stock from the storerooms and its design is intuitive for display.



Project Brief 3

Runner up in Project

Andri Ferreira
IPSA Western Cape

KELLOGG'S INSTANT
BREAKFAST CEREALS

The pre-perforated carton maximises the shipper's convenient use as an on-shelf display.



Finalist

Dinie Dryer
IPSA Northern Region

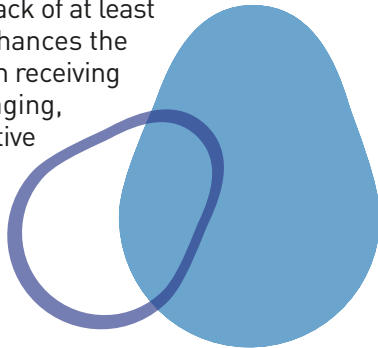
ROOIBOS RETAIL READY UNIT OPTIMISATION

The conversion of the carton to an on-shelf display creates an attention-grabbing point-of sale, encouraging young consumers to interact with the brand and the product.

Project Brief 4

PERSONAL PANDEMIC PACK

Design and specify the packaging for a 'COVID-19' personal combination pack to be sold and distributed online through an e-commerce platform. The kit should contain at least three different items from the following: a cloth mask and/or a face shield, a pack of handwash and/or a pack of hand sanitiser. The objective is to create a combination pack of at least three products that enhances the consumer experience in receiving and opening the packaging, whilst working as effective primary packaging and as a shipper/distribution unit.



*Best in
Project*

Charmaine Snyman
IPSA Northern Region

CUTICURA PERSONAL PANDEMIC CARE PACKAGE

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Project Brief 4

Runner up in Project



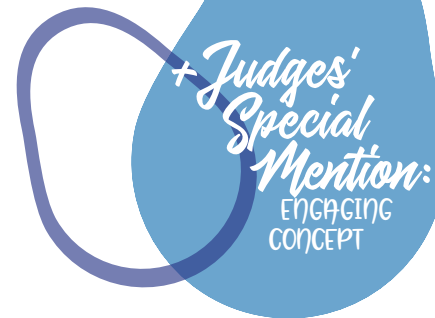
Jackelyn Naidoo
IPSA Western Cape

TSEK JERMS! PERSONAL COMBINATION PACK

The technical development of the combination pack, the packaging practices, attractive graphic sales appeal and use of sustainable materials was the focus of this pandemic pack.



Finalist



Zoran Pepic
IPSA Northern Region

SMILE PERSONAL PROTECTION KIT

The judges enjoyed the light-hearted approach to the serious issue of dealing with the pandemic.



Bowler Plastics (Pty) Ltd

Project Brief 4

Finalist

Kelvin Naidoo
IPSA KwaZulu-Natal

VIGOROUS IMPECCABLE PRODUCTS

A product and packaging concept intended to convey an elegant and luxury feeling when opened and every time the product is used.



Finalist

Alvin Govender
IPSA KwaZulu-Natal

COVID-19 TRAVEL SURVIVAL PACK

This pack is designed to stay in the vehicle for convenient access on each trip.





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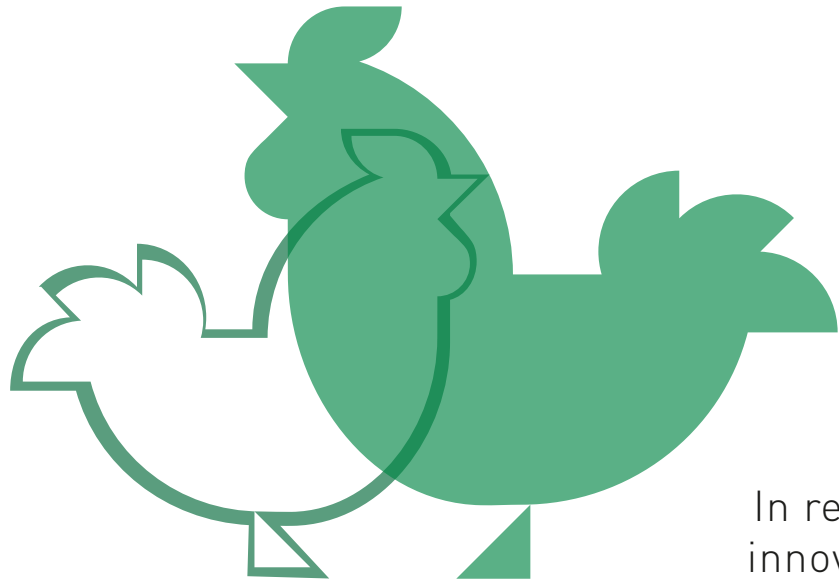
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Project Brief

SUSTAINABILITY & AFFORDABILITY FOR A SPECIFIC TARGET MARKET



The students work as teams when tackling the Food Science project.

This year, they were challenged to answer the following question:

“Where does Science meet NPD in addressing sustainable and affordable nutrition for the South African consumer?”

In response to this question, each team developed an innovative food product and the packaging for that food product.



Kirsten Buchanan, Christina Enslin, Jana Le Roux, Kim Mannix, Kayley Matthyse, Lize Moolman & Matthew Williams
Stellenbosch University

GEAR UP!

A lentil-, maize- and sweet-potato-based drink, Gear Up! has been created in both chocolate and peanut butter flavours. This product is vegan, high in energy, and contains a source of iron so that you can 'GEAR UP!' for the day.



THE GEAR UP! TEAM



KIM MANNIX



KIRSTEN BUCHANAN



CHRISTINA ENSLIN



JANA LE ROUX



KAYLEY MATTHYSE



LIZE MOOLMAN



MATTHEW WILLIAMS





Shannon Arendse, Marzanne Engelbrecht,
Meghan Gomes, Georgia Grobler, Bernita Hess,
Charlotte Husband, Maham Jabbar
& Jana van Rooyen
Stellenbosch University

KIDLI

A powdered milk alternative made from white kidney beans, Kidli was specifically designed to improve the livelihood of millions of South Africans by combatting lactose intolerance, offered at a competitive and affordable price and as a recourse against malnutrition. The product is high in protein and vitamin D, is a source of calcium, and comes in both original milk and chocolate variants.



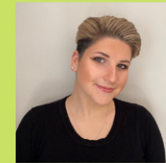
THE *Kidli* TEAM



SHANNON ARENDSE



MARZANNE ENGELBRECHT



MEGHAN GOMES



GEORGIA GROBLER



NINA HESS



CHARLOTTE HUSBAND



MAHAM JABBAR



JANA VAN ROOYEN

GO
L
2020
STUDENTS
PACK



Kayla Brand, Denise Coetzee, Samantha Du Toit, Ashley Ferreira, Yanne Monga, Chrisrie Oosthuizen & Shakeena Williams
Stellenbosch University

IMBEWU

IMBEWU is a dry, shelf-stable, plant-based meat analogue produced from upcycled mango seed kernels. It can be consumed alone, on rice or pap, or serves as a base for any stew, curry or even a cottage pie, which makes it ideal for family meals, government school feeding schemes and outreach programs. IMBEWU aims to alleviate hunger and malnutrition in South Africa, while supporting the beginning of a shift towards more sustainable food production.



IMBEWU



ASHLEY FERREIRA



SAMANTHA DU TOIT



CHRISRIE OOSTHUIZEN



SHAKEENA WILLIAMS



YANNE MONGA



DENISE COETZEE



KAYLA BRAND





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