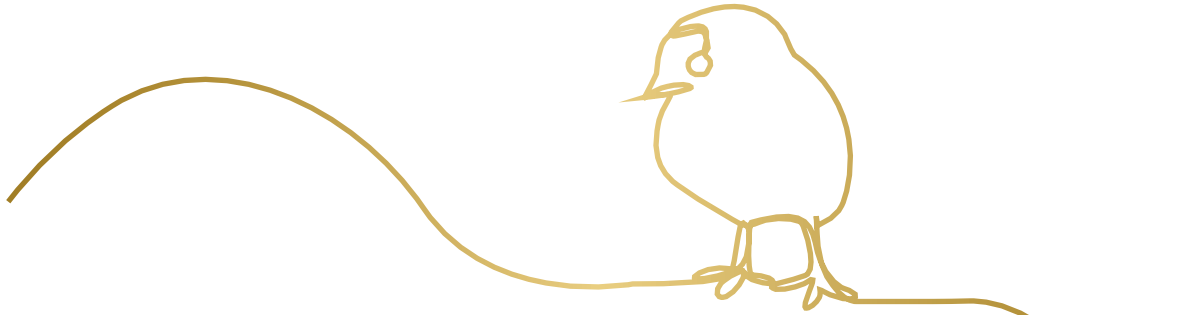


2023 STUDENT
GOLD PACK

Winners' Brochure



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 two main entry categories: Graphic Design and Packaging Technology. Prizes are awarded in each of these categories, which have different project briefs and are judged individually.

The headline sponsors of this programme in 2023 are Safripol (Graphic Design) and Mpact (Packaging Technology). Additional support has been received this year from Fibre Circle, PETCO, Polyco, Packaging & Print Media, Packaging SA, Bowler Packaging and Metpac. 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.

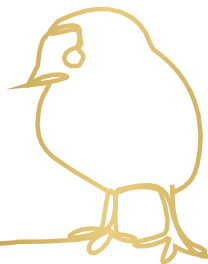
Lecturers from around South Africa selected top entries in their institutions, which were then submitted to the national judging panel, made up as follows:

Graphic Design:

- **Christof Fourie**
(Sainsbury Design)
- **Carmen Gunkel**
(IIE Vega)
- **Kim Hayes**
M.I. Pkg (SA) Grad
(Nando's)
- **Vanessa von Holdt**
F.I.Pkg (SA)
- **Bill Marshall**
F.I.Pkg (SA)

Packaging Technology:

- **Janine Harding**
M.I. Pkg (SA) Grad
(Bev Lab Media)
- **Ralph von Veh**
F.I.Pkg (SA)
- **Linka Geustyn**
M.I. Pkg (SA) Grad
(CPP)
- **Vanessa von Holdt**
F.I.Pkg (SA)
- **Bill Marshall**
F.I.Pkg (SA)



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



Zeda van der Merwe
North-West University,
Potchefstroom

ENJOY YOUR 'BRAAI' SUSTAINABLY

Checkers are becoming more aware and attend towards sustainability options. They noted that people will not stop buying kitchen disposables, any time soon. The goal is to bring out a more sustainable option.

An eco-friendly kitchen disposable line. Their first product will be disposable dinner plates made from bagasse. Bagasse dinner plates are an eco-friendly alternative to paper plates. Bagasse plates are made from renewable plant-based resources making them biodegradable and compostable.



Thabo Matthew Ndlovu
Eduvos Midrand

THE BEAN-BELT EFFECT

Introducing a bold and new packaging innovation that embraces the timeless appeal of aluminium. Imagine a packaging solution that not only safeguards the essence of your instant coffee but also captivates the senses with its shimmering, metallic charm. My new packaging concept substitutes the standard glass package, and makes use of aluminium's exceptional properties.



Marni Marais
North-West University,
Potchefstroom

BARBIE DREAMHOUSE PACKAGE

This Barbie package is not trash. Once Barbie is taken out, the package can fold open into a room. There are a range of 7 collective rooms. Each one can be magnetised to one another, to reveal a Barbie dream house for young empowered, independent girls.



Project Brief 1:

PACKAGING IS NOT TRASH

Best in Project 1

Zeda van der Merwe

North-West University, Potchefstroom

ENJOY YOUR 'BRAAI' SUSTAINABLY

Checkers are becoming more aware and attend towards sustainability options. They noted that people will not stop buying kitchen disposables, any time soon. The goal is to bring out a more sustainable option.

An eco-friendly kitchen disposable line. Their first product will be disposable dinner plates made from bagasse. Bagasse dinner plates are an eco-friendly alternative to paper plates. Bagasse plates are made from renewable plant-based resources making them biodegradable and compostable.

Disposable plates are mostly used at social gatherings and is convenient for our South African 'braai' lifestyle and culture. This disposables braai pack embraces our 'lekker' culture, encouraging to use the packaging to help get the 'braai' fire started after the plates has been removed. The visual aesthetic is based on inspiration from their 60-60 look.

Checkers will pack these bagasse dinner plates in similar material as their 60-60 paper bags. Their bags are made from between 70% and 100% recycled material (depending on the supplier) and is some type of brown kraft paper. The infographics on the back will communicate how one can use the bag (packaging) to get the fire ('braai') started. The purpose of this is so that the consumer can directly take the packaging out of the circular economy.

This line will be released on National 'Braai' day, 24 September, Heritage Day.



Project Brief 1:

PACKAGING IS NOT TRASH



2nd in Project 1

Marni Marais

North-West University, Potchefstroom

BARBIE DREAMHOUSE PACKAGE

Barbie will provide young girls with the option to personalize not just their clothing and accessories but also rooms in their own Dreamhouse.

The Barbie firm produces reusable Barbie doll packaging with poly-coated cardboard and keeps the front in transparent PVC. After removing the clear PVC and Barbie doll, you can split the top and bottom of the packaging, separating the built-in magnets, to create a Barbie room.

After all the Barbie dolls have been collected, the various packaging / rooms can be connected to show a full Barbie Dreamhouse with numerous different rooms. The Rooms can be stacked or placed in any way. Once you are happy with your choice, you can place the package together and the build-in magnets will connect with each other on the side of the packages.

The infographic shows girls that this package is 'Not Trash', but one room of a collectable range to build a big Dreamhouse. The QR code take you to a website where you can see which other Barbie collective rooms are available like the Kitchen with interactive fridge and cabinet door.

Barbie's packaging will never be trash again...
It will become a girl's dream!

Project Brief 1:

PACKAGING IS NOT TRASH

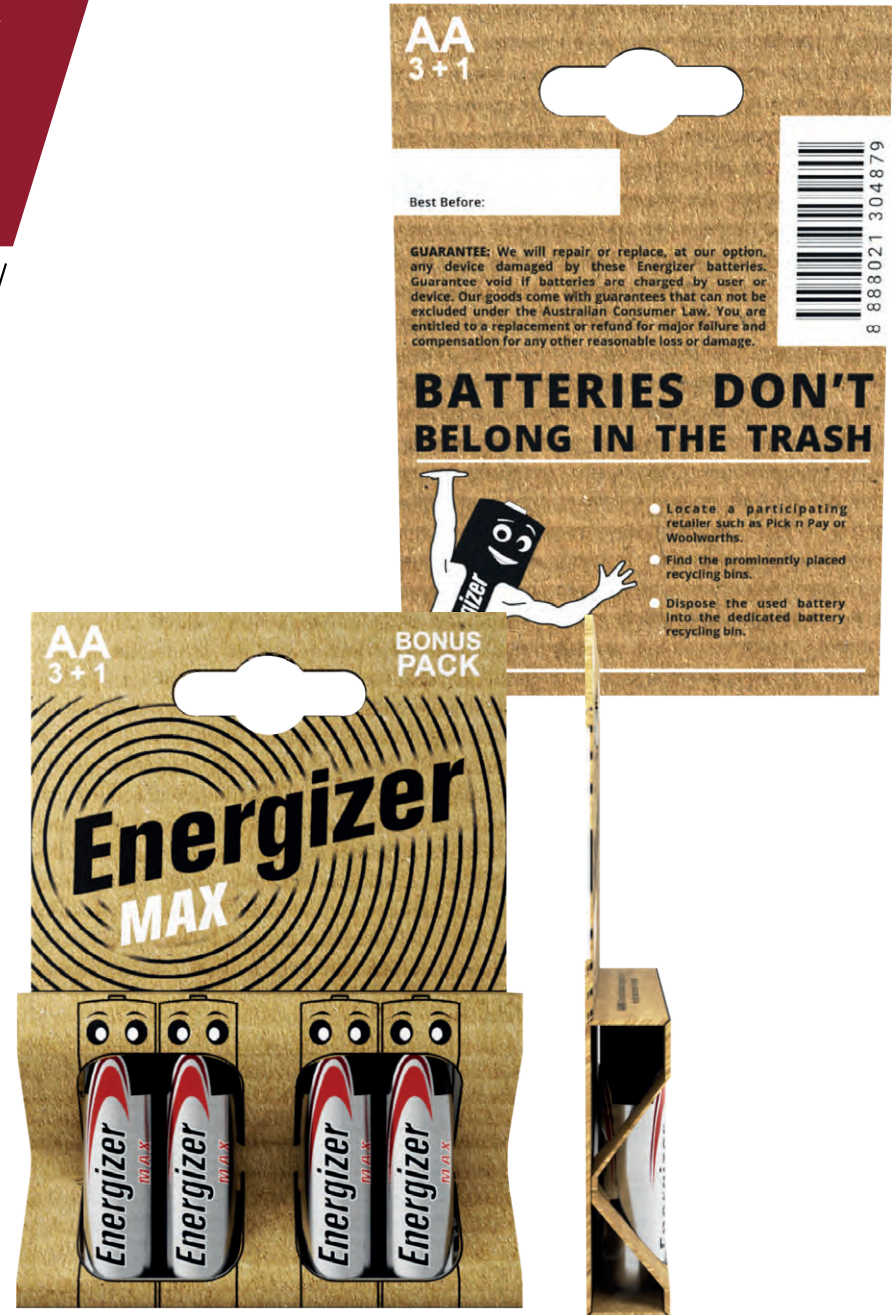
3rd in Project 1

Ruan von Ronge
Eduvos

INFORMATIVE PACKAGING FOR RECYCLING BATTERIES

Battery manufacturers do not include instructions on how to recycle batteries on their packaging. The packaging that I have created aims to inform the user of the correct way to recycle batteries.

The batteries are valuable and recyclable, but because of technical, economic, and other factors, less than 5% are recycled today.



Project Brief 1:

PACKAGING IS NOT TRASH

Finalist

Daemien Engelbrecht
IIE Vega Durban

COASTAL BREW

Coastal Brew is a coffee brand that targets surfers and offers a reusable and recyclable product that is biodegradable and green in every way imaginable. The coffee bag is made of Kraft paper and the seal that keeps the coffee fresh is made of Beeswax paper. The brand also suggests ways to reuse your bag and your used coffee beans.



Finalist

Georgina Louw
Stellenbosch Academy of Design & Photography

MATI - PROPERLY PACKED PASTA

This packaging has been designed to encourage participation in the circular economy by consumers. The pasta packaging has been designed to be made out of washable paper - a paper that is waterproof, extremely durable, and recyclable. The durable nature of this paper allows it to be reused by consumers in their home after it has served its purpose as storage for pasta. It can be used as a pot for a plant, a place to organise toiletries or cutlery, it can even be reused for pasta again!

The reuse of this bag reduces the amount of waste produced by consumers and encourages consumers to look at packaging differently - hopefully in a way which will help them identify other items that can be reused rather than disposed of. The durability of the pack also ensure that whilst it is being used as a form of storage for pasta it will not rip and will effectively contain the product, unlike the typically used plastic bags.



Project Brief 1:

PACKAGING IS NOT TRASH

Finalist

Brian Khumalo

University of Johannesburg

RECYCLED HEROES

The McDonald's "Monster Hero" Color-Me Box is an innovative and sustainable kids' meal packaging designed to promote responsible disposal and educate children about recycling and environmental consciousness. The concept revolves around an adorable monster character, championing an eco-friendly theme. The packaging will serve as an educational canvas for young artists to learn about recycling and loving the Earth while creating memorable collectible items.



Finalist

Samantha Rance

University of Johannesburg

BEELIGHT SCENTED BEESWAX CANDLES

My idea is to package scented beeswax candles. The box that it comes in will be made of recyclable paper, because it is inexpensive to make, the labels would be made of beeswax raps, which are compostable, and reusable you can even use it as a fire starter, so the packaging is eco-friendly. On the back of the box there are two cute, illustrated mascots that tell you what to do when you are done with the product. The look and feel of the packaging is fun, and appealing, it stands out from other candles packaging. The box contains 4 scented beeswax candles, on the sides of the box I have provided information on what benefits each candle may provide, this is to help the customer know which candle to light of what mood they are in, for example light the lavender candle if you're feeling stressed and depressed, this candle will counteract those emotions and put the customer in a better mood. So not only is the packaging good for the environment, but for the customer as well, as it promotes good mental health, and it does not make you feel guilty when you dispose of the packaging.



Project Brief 2:

FIT FOR PEOPLE, FIT FOR PURPOSE



Best in Project 2

Sasha-Leigh Draai

Stellenbosch Academy of Design & Photography

FRY'S SUPERKID COLLECTION BOX

The objective of this packaging design is to inform families with young children about sustainable eating habits. Fry's recipes provide an opportunity for families to bond and develop a passion for food. The idea involves the creation of sustainable eating practices and thinking that educates children about various meat alternatives and the process of starting their own garden, loving the planet and how they can be super kids.

The main focus of this concept is to make the unboxing experience exciting and enjoyable for families, inspired by the phrase "The art in unpacking". I aimed to create a box promoting sustainable packaging and appealing to kids and parents. The goal was to encourage families to incorporate the information inside the box into their daily routines. The process involved ideation and selecting a practical dieline template that would be easy for families to use after purchasing the product.

The vegetable mark making was inspired by the heart of the Fry's Family that encourages healthy eating for vegetables and fruit and for loving the planet. This on pack design is to promote and celebrate a vegetarian diet. By incorporating folk illustrations in to the packaging design, it's intention is to enhance its whimsicality and appeal to children.

This, in turn, encourages a sense of wonder and amazement towards being more health conscious.

Project Brief 2:

FIT FOR PEOPLE, FIT FOR PURPOSE

3rd in Project 2

2nd in Project 2

Malaika Mukelwa Fraser
Eduvos Pretoria

OROS RE-DESIGN (MEASURING FEATURE)

The new features of my redesign for the original Oros container are as follow:

- The container incorporates the handle.
- The cap/lid of the container which is in the shape of the Oros mans head which also serves as a measuring cup.
- The reduced size of the spout/opening for better manage the flow of Oros concentrate into the measuring cup/lid.



Mari Kritzinger

North-West University, Potchefstroom

A MINTY BALANCE

The concept focuses on Wilson's XXX peppermints, which can unexpectedly help during a blood pressure drop. With Wilson's mints, you only need one to boost and maintain your blood pressure. It is an easily accessible, portable, and cheaper alternative that has not been recognised in the diabetic market yet. One mint makes one great day.

The 15-15 rule, will be explained and shown how to apply with a Wilson's XXX mint, encouraging diabetics to protect themselves in an emergency. We will add diabetic infographics to raise awareness and catch the diabetic audience's attention. The infographics on how to apply the 15-15 rule with Wilson's mints will be visible as we will change the shape of the box to allow visible information on both the front and sides of the secondary packaging.



Project Brief 2:

FIT FOR PEOPLE, FIT FOR PURPOSE

Finalist

Chanté Geerdts

Greenside Design Center

VISICARE

The packaging prioritizes inclusivity by incorporating braille translations and an audio QR code for individuals with visual impairments. It offers a convenient flap opening mechanism and versatile storage options. The bottle label includes braille for identification. Hand embossing of Braille was done using a trusted platform, with a stencil for consistency. The design uses colour contrast and a visual representation of sight and blindness.

The redesigned eye-gene eye-drops 10 ml box is a user-friendly packaging solution that caters to individuals with visual impairments and blindness. It addresses the needs of this specific target group of men and women ages 55 and above, by incorporating various accessibility features.



Finalist

Clarisse Terblanche

Stellenbosch Academy of Design & Photography

NESTLÉ CHEERIOS REBRANDING

The current packaging for breakfast cereal is completely impractical for young children to use themselves.

This will be an affordable children friendly solution to cereal box packaging. The clean, concise instructions makes, the side flap easy to use, reseal and reuse. It will be redesigned to appeal visually for an audience aged 6 to 12.

The packaging communicates the necessary nutritional information clearly, yet in a fun, bold way for parents, who will be pointed to buy the cereal by their kids, to understand.



Project Brief 2:

FIT FOR PEOPLE, FIT FOR PURPOSE

Finalist

Daniel Schaffers
IIE Vega Cape Town

NO MORE SINGLE PRINGLES

The concept addresses the primary struggle of combating user issues regarding sharing Pringles by focusing on providing a means for multiple individuals to enjoy the snack we know and love. The concept looks to provide a hassle free, shareable Pringles experience through the use of innovative packaging solutions.



Finalist

Cleo Cronje
Stellenbosch Academy of Design & Photography

BRIGHT BITE CARE PACKS

The product is based on the brand Earthly.

The purpose behind this packaging is to create a fun, interactive experience by educating children about dental health.

The product is designed to hold a bamboo toothbrush and toothpaste pills rather than paste, since it is more environmentally friendly and healthier.



FIT FOR PEOPLE, FIT FOR PURPOSE

FIT FOR PEOPLE, FIT FOR PURPOSE

Jo-Dine Strauss

Potchefstroom Academy & SAAHST

Melrose wheels are an upgrade from Melrose wedges. The upgrade is that it will twist open to crack the seal on both sides of the cylinder packaging. The packaging is made from cardboard. This packaging can also be used as a piggy bank when it is empty, and then you can save money for more. Some of the words are in braille for people with visual impairments. The cheese package is made from foil, and you only have to pull the red strip to open the packaging. My target market is preschool children, teachers, and also accommodates people with visual impairments.



Chane Botha

North-West University, Potchefstroom

To improve on the functionality and usability of the bulk cat litter products while simultaneously increasing customer experience and satisfaction as well as their association with the relationship between them and their pet child. The target audience is cat lovers, especially first-time cat owners who are not yet loyal to a brand and who want affordable and high-quality products.

To achieve this goal the packaging will be altered adding a handle to improve transport of the product with the addition of a corner handle to ease the pouring of the product, a flat base, so that the product can be easily stored and displayed on the store shelves.

There is also a sticker on the side that can be used to reseal the product to keep it dry and contained. The packaging will be made out of sand polyethylene that will be water proof to keep the cat litter dry.



Project Brief 2:

FIT FOR PEOPLE, FIT FOR PURPOSE

Finalist

Angela Mahlangu

University of Johannesburg

SILK MILKPODS: MADE FOR YOUR CONVENIENCE

As someone who only drinks plant based or lactose free milk, I mostly struggle with having milk on the go with my sachet coffee or tea. That is where the idea stemmed from, if I could make a single serving milk pod on the go for people like me then I would have achieved my goal.

MADE FOR YOU, MADE FOR YOUR CONVENIENCE



Finalist

Chantel Adendorff
IIE Vega Durban



CIRCULAR DESIGN TURTLE TEA

Tea and packaging designed for children. It includes a re-usable teabag and empty packaging is used as a money tin. When money tin is full, child takes it to the closest aquarium and exchange it for a toy. The money goes to an ocean charity and the empty tin goes back to the Tea supplier.



Finalist

Ashley du Rand

North-West University, Potchefstroom

PRESERVE YOUR CRAVINGS

Hoppity Poppity is a popcorn product manufactured by Joya Brand.

Their goal is to provide a delicious healthy light snack by having it sugar and fat free. Their Popcorn caters to the needs of your health conscious diet; however, their packaging does not express that and a person on a healthy diet won't want to eat a full packet, but instead eat a bit and save the rest for the next day. That is why our new packaging will promote and create awareness of our health snack by designing a packaging that appeals to the healthy that they can also reseal and store for 3 to 4 days.



Project Brief 2:

FIT FOR PEOPLE, FIT FOR PURPOSE

Finalist

Layolah Pillay

Durban University of Technology

PEDIGREE: REFILLABLE MULTI-PURPOSE PORTABLE PACK

Packaging that makes life for small dog owners easier so that they don't have to carry heavy packets of dog food around. The USP is in its 3-in-1 use through its travel-ready limited food supply which comes with a built-in-bowl as well as being reusable and refillable.



Finalist

Liam Rehman

Durban University of Technology

HOT WHEELS PLAY & DISPLAY PACKAGING

Diecast car packaging designed to revolutionise the unboxing and user experience. The on shelf flat packaging takes a similar form to the current International Hot Wheels packaging but with the help of Play & Display Packaging™, consumers are able to transform their packaging into a Display Case for their Hot Wheels.

This second life packaging allows for consumers to play with, protect and store their Hot Wheels. This packaging is interactive as consumers engage with the product in a unique manner, it also protects the product post sale, therefore extending the collectable life span of the product.



Finalist

Jaden van der Merwe

University of Johannesburg

BOS ICE TEA - SAFARI SLURPS

'BOS SAFARI SLURPS' is a children's product created to grow the BOS target audience and to gain more consumers. My pack illustrations are child-like, simple, stylized with vibrant use of colour. The product creates more competition towards other ice tea brands and brings out a different side to BOS ice tea. The packages are cost-effective and materials are eco-friendly and recyclable.



Project Brief 3:

THE COMPETITIVE EDGE

Best in Project 3



Thabo Matthew Ndlovu
Eduvos Midrand

THE BEAN-BELT EFFECT

Introducing a bold and new packaging innovation that embraces the timeless appeal of aluminium. Imagine a packaging solution that not only safeguards the essence of your instant coffee but also captivates the senses with its shimmering, metallic charm. My new packaging concept substitutes the standard glass package, and makes use of aluminium's exceptional properties.

My new packaging concept substitutes the standard glass package, and makes use of aluminium's exceptional properties: its lightweight durability ensures maximum protection, while its sleek surface reflects a culmination of a modernized aesthetic that presents much more vibrant colours with illustrations that draw attention to the many vibrant cultures along the "bean belt". The play of light on the surface of the metal creates a captivating dance, echoing the premium quality within. Aluminium, with sustainability at its core, is an eco-conscious choice that effortlessly aligns with the values of the conscious consumer. I want to elevate Jacob's instant coffee with packaging that combines cutting-edge security, visual appeal, and environmental friendliness - a harmonious blend that will leave a permanent mark on both hearts and minds.

Project Brief 3:

THE COMPETITIVE EDGE

2nd in Project 3



Muhseenah Adamo
Eduvos

CAMP MASTER "JUST DROP IT"

The packaging is 5 kg altogether however it is separated in 1 kg bags that can be torn off individually on the woven line and instantly be put in the braai stand to light up.

There is no need to open the packaging and get your hands dirty. Just place the packet directly into the braai and light it up, it instantly ignites and you do not have any paper to throw away they packaging becomes non existent, which also means less rubbish or maintenance.

My motivation for this is because in my household we struggle to open the charcoal packets properly we always end up tearing up more than what we need even when using a knife, we like to stock on charcoal as there are a lot of birthdays and braai's throughout the year and so we use as we go but we end up having to transfer the remaining charcoal into other bags because they are left in horrible condition after we open them. It would be convenient not only for that purpose but if you want to braai for yourself or a party of 2.



Project Brief 3:

THE COMPETITIVE EDGE

3rd in Project 3

Bianca Heunis
Eduvos Tyger Valley

VOLKANO BOOM SERIES RE-DESIGN

A package designed to give it a distinct advantage over competing products within the same market segment through visually appealing designs. Another key feature of the package is the window designed for customers who want to look at the product within the packaging.

I opted to focus on creating packaging for electronic devices, specifically earphones, along with an accompanying earphone pouch for the renowned Volcano brand. My intention was to revamp the packaging to give it a distinct advantage over competing products within the same market segment. My primary areas of emphasis were centered around crafting visually captivating aesthetics. This included refining the package's overall visual appeal, designing captivating illustrations, and ensuring optimal legibility for all typographic elements.

The overall package is a cardboard, rectangular box that opens like a book. There will be hidden steel and magnet plates to keep the box closed. The box has windows. It has windows for anyone to look at the products. A clear film made of recycled plastic will be used to cover the window on the inside, to make the product visible for the clients while protecting it. The fact that people can see the product, makes it more likely that they will buy it. Inside the box the earphones and pouch will be protected with molded pulp packaging insert. This molded pulp packaging insert is made with water and recycled paper.



Project Brief 3:

THE COMPETITIVE EDGE

Finalist

Kaiuran Naidoo
Durban University of Technology

FUTURELIFE PORTION CONTROL PACKAGING

To address the challenges of portion control, the packaging for FUTURELIFE® will be modified to take the form of a cylinder. Under the package, however, are a variety of portions and the right amount of milk or water for each; the container lid will act as the portion controller and offer the measurements you should use for your share. With increased surface area due to its altered design, it will be more pronounced and odd-looking on the shelf. The powdered cereal will be covered with an airtight cover to prevent air

from entering and departing through the opening through which the lid snugly closes. The translucent strip will let you to see how much of the vitamin or meal you've had without having to physically open the container. You can see how much of the vitamin or breakfast you've had without having to manually open the container thanks to the translucent strip.



Finalist

Jenna Tennant
Stellenbosch Academy of Design & Photography

WINE IN THE STARS

Drinking a bottle of wine names after the Ancient Greek celestial stories already a mystical and magical story element to it. My packaging brings this story to life. Making it possible for you to drink your wine in the stars.

This is done by having the wine in a beautifully adorned box, that at the same time acts as a light box, reflecting the constellation that the wine is named after.



Finalist

Marthinus Nel
Open Window Institute

THE SPARK OF SOLNI SALT

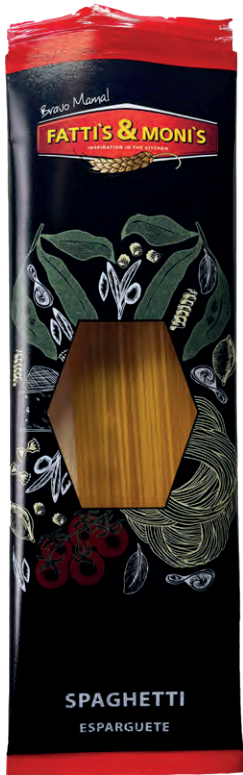
The packaging features a unique curved corner cut-out inspired by the spark that reveals the salt jar inside. The packaging is rotatable, able to be viewed from multiple angles. The different products are able to sit together in one seamless display. When 4 boxes are placed together, the cut-outs create a spark shape.



Project Brief 3:

THE COMPETITIVE EDGE

Finalist



Veneco Siebritz
Eduvos Tyger Valley

FATTI'S & MONI'S ZIP SEAL SPAGHETTI PACK

This revolutionary packaging features a user-friendly zip lock seal, ensuring that every time you enjoy a delightful portion of Fatti's & Moni's spaghetti, you preserve the remaining contents with ease. No more makeshift solutions or compromises. Now, you can savour your food without worrying about the freshness of your pasta. By addressing a long-standing issue and presenting an elegant yet practical solution, the 'Zip Seal Spaghetti Pack' transforms a daily chore into an effortless delight. With the 'Zip Seal Spaghetti Pack,' Fatti's & Moni's continues to be more than just a meal; it's a tradition upheld with modern convenience.

Finalist

Timone Louw
University of Johannesburg

Polyco
Making waste work



BUCKET DOG FOOD PACKAGING

I designed this packaging with the current dog food on the market in mind. I found that the heavy dog food sacks were impractical in the sense that it couldn't be carried properly. Another dilemma was that there are no proper seals or way to scoop the dog food into a bowl without having to get one yourself. I wanted to design a pack that would solve these problems, so I went with a bucket design. Both practical in the way that it could be sealed with a lid and have handles to make carrying the product much easier.

An alternative to dog food packaging, that is guaranteed to make your life easier. The bucket has handles that allow for easy transportation, a lid that not only seals your dog food but keeps it dry and safe from unwanted friends. A provided scoop for portion control and the client's choice to either refill the bucket with dog food or use as they please afterward.



Project Brief 3:

THE COMPETITIVE EDGE

Finalist

Dylan van Niekerk
IIE Vega Pretoria

HAIDEDA CLOTHING

The idea behind Haieda is a clothing brand that wants the South African youth to be able to express themselves and be loud! Packaging specifically for clothing is almost non-existent and is generally just a simple plastic see-through bag, which is boring and doesn't have that satisfaction and excitement of opening something new. I decided to design packaging that is built around the exciting feeling of opening something new. I decided

to go for a milk carton design because it's not something you would normally see - grabbing the viewers' attention. The idea around packaging for clothing puts consumers at ease because clothing nowadays is packed onto shelves for anyone to touch and grab which can be unhygienic. The packaging is able to transform into a coat hanger. Generally the frustration behind buying clothes and then having to buy more hangers, makes it expensive and inconvenient. The packaging is thus re-usable and can also be recycled later on as it is made from recyclable materials.



Finalist

Suzette Badenhorst
Open Window Institute

ILANGA MARULA BEER

Combining creativity and culture: Crafting Marula Sunshine in Every Sip "Bottled Marula Sunshine," aptly captures the very essence of the beverage. It's more than just a drink; it's a bottled moment of joy, a sip of South African sunshine after a long day's toil.

With "Ilanga," which translates to "sunshine", the brand radiates warmth, energy, and the spirit of South Africa. The packaging not only captivates the eye but also tells the story of tradition, craftsmanship, and the joy of sipping marula sunshine. At the heart of Ilanga lies a truly captivating inspiration: the spontaneous fermentation process that gives birth to this exceptional beverage.

The gold foiling represents not only the high quality of the product but also the radiant sunbeams that embrace South Africa, where marula is nurtured and harvested. This gleaming gold will catch the eye, invoking a sense of wonder and curiosity, compelling the consumer to explore further.



Project Brief 3:

THE COMPETITIVE EDGE

Finalist

Lando Shezi

Durban University of Technology

NEWLY IMPROVED DANONE NUTRIDAY (SMART SNACKS) PACKAGING

I chose to do a packaging of Danone NutriDay. This was going to be the first packaging for NutriDay however, the Danone company once had a packaging of smart snacks that had problems. The big idea on this one I designed is that it has panels that secure the smart snacks, spoons and a game in inside. It has handle that allows people to carry smart snacks anywhere. The packaging can be reused to carry smart snacks. It has two spoons inside for eating smart snacks. It also has a word search game which also educates people about recyclable material.



Finalist

Samantha Miller
IIE Vega Cape Town



KITTY CUPS

"Kitty Cups" the brand redefines cat food packaging, with its design to make the feeding process more convenient, less messy and more safe for your feline friends.

"Kitty Cups" introduces a solution that ensures a hassle-free and user-friendly method of feeding your cat. The innovative approach involves packaging that is resistant to cuts and injuries, featuring rounded and safe edges. Additionally, the cup dimensions have been expanded to eliminate any discomfort to the cat's whiskers. With this design, cats can directly enjoy their meal from the cup itself. The process is now simplified to a "Peel and Place the cup in place. This way, your cat can safely and conveniently eat from the cup, devoid of any potential safety hazards. This innovative approach significantly simplifies the task of feeding your beloved feline friend. The concept "Clean Convenience" emphasizes the importance of a non messy and convenient process for consumers by simplifying the process to a simple Peel And Place.



Project Brief 3:

THE COMPETITIVE EDGE

Finalist

Chloe Dias
IIE Vega Bordeaux

MELTCRAFT CHOCOLATE

Packaging for a new chocolate brand called MeltCraft. The brand would collaborate with a different local artist every few months to create unique illustrations for chocolate packaging. Inside the box will include an art print matching the front cover of the package as a collectible.



Finalist

Danielle Botha
IIE Vega Bordeaux

VERFYND

Verfynd is a range of ready-made frozen meals that are inspired by South African foraged ingredients. This range acts as the perfect solution to families' needs for nutritious and convenient meals. The range offers a variety of starters, mains and desserts to offer a 3-course dining experience for families.





PACKAGING TECHNOLOGY *Winners*

mpact 

smarter, sustainable solutions



TOP Winners



Letasha Ryan
Western Cape

PACKAGING THAT DOES NOT LOAD SHED

The Sun-Light 3 pack bulb pack, is designed to make life just a little easier during our ongoing struggle with load shedding. My package will offer protection to the bulbs and considering all factors of fragility and cushioning. The pack has a solar panel connected to it, which will be connected to one of the bulbs (the middle one) and can be placed on the window pane, to charge during the day and at night be used as a side lamp, night lamp or even while outside or camping as a short-term feature. The pack offers a handle for ease of carrying when being used as a lantern. While the other bulbs will still be used at home as a standard rechargeable bulb. The enhancement factor to the packaging will be that it can be used a couple of time and recycled once no longer required.



Casey Anne Ogilvie
Northern

SALT & SOIL BODY SCRUB PACKAGING

Salt and Soil body scrub packaging was designed with the sustainability of the packaging materials as the focus. My goal was to test the limits of paper packaging to make it suitable for cosmetics packaging. The paper packaging protects the product in the same way plastic or glass packaging would, increasing the sustainability of the packaging without compromising on the level of product protection. This body scrub packaging is designed to be re-used, but even if it is not reused or if it is thrown away at a later stage after reuse, the packaging materials can be composted and discarded of in a more environmentally friendly way than plastic tubs or glass jars and is therefore an eco-superior packaging design for body scrubs in comparison to existing packaging.



Megan Filiba nee Kleyn
Northern

BREW-IN-A-BOX

Cold brew coffee has been reinvented from single serving plastic bottles into a multi-serving bag-in-a-box concept. The demand for artisanal coffees is increasing particularly with millennials and generation z. The brew in a box provides an at home option to fill this demand, particularly for individuals who work from home. The product, manufactured by One Co, would be available in retail, online and at their physical stores. The coffee is produced using cold water and subsequently undergoes high pressure pasteurization (HPP) to act as the kill step, resulting in a four-month ambient shelf life.



Project Brief 1:

COFFEE CULTURE

Best in Project 1



Megan Filiba nee Kleyn
Northern

BREW-IN-A-BOX

Cold brew coffee has been reinvented from single serving plastic bottles into a multi-serving bag-in-a-box concept. The demand for artisanal coffees is increasing particularly with millennials and generation z. The brew in a box provides an at home option to fill this demand, particularly for individuals who work from home. The product, manufactured by One Co, would be available in retail, online and at their physical stores. The coffee is produced using cold water and subsequently undergoes high pressure pasteurization (HPP) to act as the kill step, resulting in a four-month ambient shelf life.

The packaging consists of a plastic bag with a tap inside a round paper tube with a handle. The bag would be a multi-layer plastic of PE/NYLON/EVOH/NYLON/PE. The outer layer of polyethylene (PE) provides a moisture barrier as well as puncture resistance. The Nylon provide strength to the bag so that it may go through the HPP process, and the ethylene vinyl alcohol (EVOH) provides an excellent oxygen barrier. The plastic bag is placed inside a round paper core/tube made of 100% kraft paper which provides protection for the bag inside as well as carrying the label design. Lithographic printing is used to print the design on the tube. This packaging format will reduce the amount of plastic that could end up as visible litter or into landfills due to its multi serve capability. The paper tube is recyclable as well as biodegradable.

The price is in line with other cold coffee options with it being slightly higher in some cases. This price, however, lends to the premium brand and will inform the customer of a higher quality product. Overall, the product is unique and exciting as well as delicious and will surely encourage repurchase.

Project Brief 1:

COFFEE CULTURE

2nd in Project 1

Candice Rutherford
Northern

COFFEE IN MY POCKET

Introducing soluble coffee sachets presented in a beautiful paper wallet – completely sustainable and convenient for the ever growing environmentally conscious university student, hiker, camper and travelling business person.

These dissolving coffee sachets containing 10g of instant Robusta coffee, are individually wrapped in a clear sugar wafer that dissolves in boiling water. They are then sealed in a fully compostable, re-sealable zip-lock bag using the MAP process for added freshness, fitting snugly in a recyclable, lightweight liquid board 'wallet,' ready to use anywhere, anytime. A single coffee wallet can fit snugly in any size handbag, manbag or trouser pocket for the travelling coffee lover who needs their preferred coffee fix on-the-go, without the inconvenience of messy spills and extra packaging wastage.



3rd in Project 1

Adedeji Adesina
IoPP Nigeria

GOLDEN COFFEE 3-IN-1 PACKAGING

Coffee products requires a package that can be hermetically sealed and with high barrier to moisture, micro-organisms and atmospheric gases in order to maintain the product quality making it wholesome delighting the consumers throughout the entire shelf life. Golden Coffee 3 in 1 having a blend of coffee, milk and Sugar; possible interactions between the product components and the package are imminent, so development of a compatible primary packaging is crucial.

Bio-pouch a mono/paper was used as the primary packaging for the Golden Coffee 3 in 1 as against the 10micPET/7micAL/40micPE that is currently being used by Nestle Nigeria, this has helped to proffer solution to the challenge faced by the latter which is not recyclable. Display box was also used to replace the Stand-up Pouch (made up of 20micBOPP/40micPE) that is currently being used to present the product in the traditional and modern trade. The presentation of Nestle's Nescafe 3 in 1 (25g x 10pieces x 20bags) is poorly done making the product to be difficult to locate at the point of sales.



Project Brief 1:

COFFEE CULTURE

Finalist

Lynda Colleen Brews
Northern

BE.AN RESEALABLE COFFEE BEAN POUCH

This sustainable packaging concept is a fully reusable and recyclable stand-up doy pouch for Roasted Coffee Beans. The focus of the packaging is on "Reduce Reuse Recycle" as the pouch is resealable and the pack can also be repurposed as a storage container. All the packaging, including the valve and resealable ziplock is made of Polyethylene, therefore it is also fully recyclable. The brand name BE.AN and the graphics on the pack all reference back to the humble coffee bean, and the use of a blue palette adds a sense of calm and tranquillity to the design.



Finalist

Jocelyn Moodley
KwaZulu-Natal



NESCAFÉ GOLD BLEND COFFEE SACHETS

The packaging concept for Nescafé Gold Blend coffee sachets 2g is a sustainable and consumer-focused solution that addresses the major packaging challenges. The key features include the use of high barrier paper from Sappi, a recyclable and biodegradable material, ensuring coffee preservation while promoting environmental responsibility. The packaging embodies Design for Recycling principles, facilitating easy recycling for consumers by separating components. Additionally, the paperboard tube is designed for reuse, aligning with the 4R's of sustainable packaging.



Project Brief 2:

PERSONAL CARE WITH A CONSCIENCE

Best in Project 2

Casey Anne Ogilvie
Northern Region

SALT & SOIL BODY SCRUB PACKAGING

A body scrub & plant grow kit all in one package. Salt & Soil is an eco-superior packaging concept allowing consumers to use the product and the packaging too once the product is finished. A more sustainable packaging option for body scrubs compared to existing packaging such as PET Plastic tubs or glass jars. Salt & soil body scrub packaging components are recyclable, biodegradable, and compostable. There is a growing movement for paper packaging in the beauty & cosmetics industry with major brands such as L'Oréal joining the movement and Salt & Soil packaging is following in their lead.

The selected bamboo paper tubs are coated with a bioplastic coating to make the paper oil and moisture resistant and lock the fragrance aroma inside. The paper tubs are heat sealed with a recyclable aluminium film to make sure the product is kept fresh and extends the shelf life of the scrub. The tub has a lid with a built-in spoon for continuous product protection once opened and during use. The bamboo spoon with antibacterial properties reduces risk of product deterioration due to bacteria. Lid seals tightly onto the lip of the cups to keep product from drying out once the heat seal is open.

The packaging has a secondary use, turning into a planter and allowing consumers to grow their own herb / flower used as a fragrance in their scrub for example Lavender. The sleeves are made from seed paper and can be planted into the tub with soil, the spoon turns into a mini shovel and the lid turns into an optional draining tray. A sustainable packaging solution doubling as a fun DIY project for consumers to raise environmental awareness and encourage more sustainable packaging solutions.



Project Brief 2:

PERSONAL CARE WITH A CONSCIENCE

2nd in Project 2

Katherine Wölke
Northern Region

PHOENIXRED RE-USABLE SANITARY PADS

PhoenixRed Re-usable Sanitary Pads is a South African based company whose sole purpose is to provide a sustainable alternative product to menstruating women. The idea of sustainability is all encompassing in that it requires sustainable long term use – not single use! It also requires environmental and health

sustainability as well as financial sustainability. However, their packaging is not as environmentally sustainable as it could be as the current packaging is made up of polypropylene and coated paper board. This project therefore looks at finding an alternative to their current packaging make-up and possibly eliminating packaging components making the packaging product not only financially sustainable whilst keeping the consumer healthy but environmentally eco-superior too.



*Award for
BEST RESEARCH
for a Practical
Solution*

3rd in Project 2

Adele Smith
Western Cape

CARING FOR YOU & OUR PLANET - "ECO SUPERIOR" PACKAGING WITH THE MONO-POLYMER PUMP

The mono-polymer Polypropylene Pump with Material Identification Code 5 moulded on top fitment of the pump. This will create a circular economy with eco-superior packaging where the MIC 5 will aid in identifying the mono-polymer of the pump and the complete pump can be recycled in the Polypropylene waste stream.



**PACKAGING
& Print Media**



Finalist

Jared Dane Wentzel
Western Cape

SUSTAINABILITY PAMPERED BY WW

Belle Maison Pamper Gift Set that is marketed in Woolworths stores nationwide. This is a three-part gift set that includes a 125ml Body Oil, 125ml Foam Bath and a 200ml Body Wash. In order to create an eco-superior packaging solution for this product there are a few changes that can be made. The 125ml bottles will be replaced with PET containing 30% recycled material with lightweight PP white labels without foiling and a wash off adhesive. The PP caps will be replaced with PP caps containing 30% recycled material without the metalised coating. The tube remains a 2-layer extruded LDPE/HDPE tube but with 6% barrier between the layers, the silk screen printing will be replaced by offset printing and foiling removed. The PP cap will also contain 30% recycled material and the metalised coating removed. The carton will be changed to recycled board without foiling and the ribbon will be replaced with a sleeve made of recycled board. The suggestions made are materials that are recycled and recyclable making this packaging "eco-superior".



Project Brief 3:

LOVE LOADSHEDDING: RECHARGEABLE LED LIGHT BULBS



Best in Project 3

Letasha Ryan
Western Cape

PACKAGING THAT DOES NOT LOAD SHED

The Sun-Light 3 pack bulb pack, is designed to make life just a little easier during our ongoing struggle with load shedding.

While there many different packaging options and concepts out there, I believe that this pack offers a different stance on bulb packaging. My package will offer protection to the bulbs and considering all factors of fragility and cushioning.

The pack has a solar panel connected to it, which will be connected to one of the bulbs (the middle one) and can be placed on the window pane, to charge during the day and at night be used as a side lamp, night lamp or even while outside or camping as a short-term feature. The pack offers a handle for ease of carrying when being used as a lantern. While the other bulbs will still be used at home as a standard rechargeable bulb.

My aim was to offer packaging enhancement compared to what's currently on the market while also reducing the carbon footprint by using less electricity. The enhancement factor to the packaging will be that it can be used a couple of time and recycled one no longer required.

Project Brief 3:

LOVE LOADSHEDDING: RECHARGEABLE LED LIGHT BULBS

PAPER
MANUFACTURERS ASSOCIATION
OF SOUTH AFRICA (PAMSA)



2nd in Project 3

Mishqah Slamdien
Western Cape

GLAMPI

This packaging concept for rechargeable light bulbs combines innovative design with excellent functionality. With its unusual and eye-catching triangular shape, the product's fragility is addressed with a robust protection solution that is both attractive and practical. Based on an insightful observation of wine bottle cartons, a 'lightbulb moment' emerged that resonated with fragile light bulb packaging requirements.

The e-flute kraft material delivers optimal protection and facilitates sustainable branding with a kraft appearance. To optimize space and achieve visual harmony, the lightbulb's position was reoriented. By strategically positioning holes on the platform and adding a y-shaped divider between the light bulbs, friction was ingeniously addressed, ensuring stability and secure placement. It combines innovative creativity, pragmatic problem-solving, and a steadfast commitment to functionality. This project highlights the profound relationship between design and the preservation of delicate yet essential products, resulting in an aesthetic and market-ready solution.

A key characteristic of this concept is its ability to be repurposed. Besides its primary function, the packaging can be transformed into an eco-friendly lantern to provide outdoor enthusiasts with a practical and affordable lighting solution. Having this dual-purpose feature contributes to the concept's appeal and aligns it with modern consumer preferences by adding sustainability and versatility.



FOOD SCIENCE & TECHNOLOGY *Winners*



Winners



Group 3:

Amy Roux, Clio Sass, Jaco Otto, Jeanne Joubert,
Lara Opperman, Marla Oosthuizen & Megan Carter

Stellenbosch University

DACO DAIRY-FREE DATE CARAMEL

A date caramel treat, packed in a tried and tested 340g tin-plated steel can, with an easy open lid, providing all the necessary barrier protection and shelf life to the caramel product along with confidence and convenience to the consumer. The innovative label design includes minimalistic pastel colours and offers a sensory experience to all consumers before consumption. The label includes a QR code to engage consumers in a brand experience around the caramel product, a scented sticker to convey the caramel flavour and a specialised NaviLens QR code to meet the needs of visually impaired consumers and clear on pack recycling cues.

Runners-Up



Group 1:
Anesu Mukuwane, Anja Blignaut, Jozanne Niemandt,
Nicolene Louw, Nikita Roberts, Tanja du Toit & Yvette Boshoff

Stellenbosch University

CASA MIXOLOGY – FIZZCRAFT BOMBS

Casa Mixology's innovative product, FizzCraft Bombs, offers an innovative twist to beverage enhancement by transforming carbonated drinks into unique mocktail-style beverages with an instant egg white foam layer. The packaging solution for the FizzCraft Bombs takes on the form of a sliding-drawer paperboard box, containing six FizzCraft Bombs that are individually wrapped in vibrant coloured tissue paper. The packaging concept conveys sophistication and turns consumption into an occasion, engaging the consumer as they 'unwrap' the packaging and then add the fizz bomb to transform their beverage. The packaging materials and combination thereof were specifically developed and tested to ensure an adequate shelf life to the fizz bombs which are highly susceptible to moisture uptake and the premature activation of fizzing ingredients.

STUDENT GOLD PACK *2024*

Student Gold Pack 2024 will be launched in March 2024.

For more information, contact:

Bill Marshall

IPSA Student Gold Pack Competition Organiser

studentgoldpack@ipsa.org.za

011 804 1614

www.studentgoldpack.org.za

