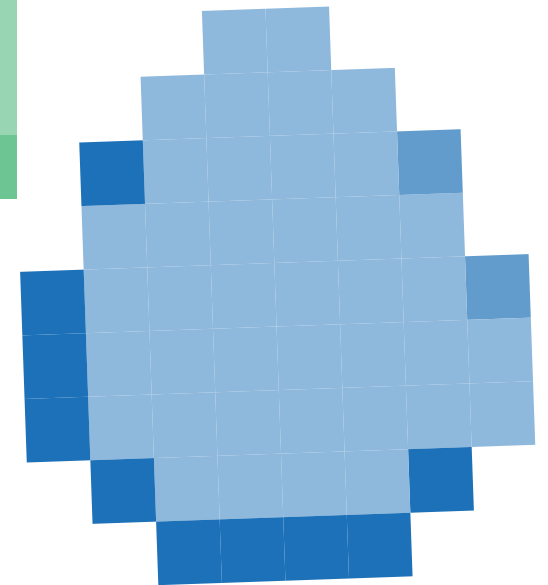
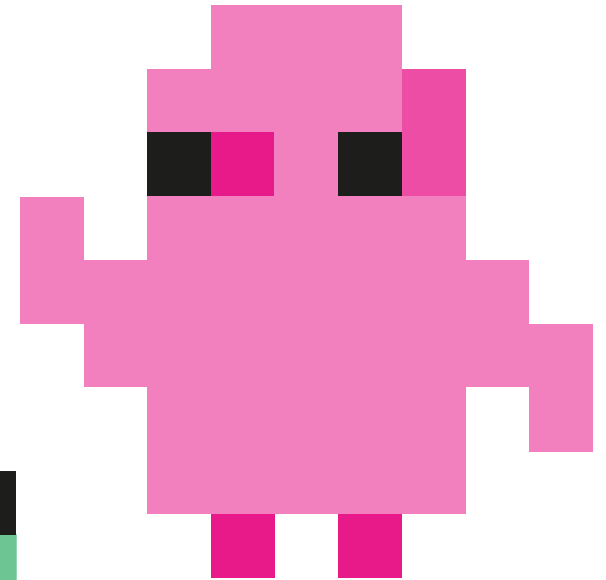


Student Gold Pack 2021

*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 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.

The headline sponsor of this programme since its inception is PROPAK. Additional support has been received this year from Packaging SA and Packaging & Print Media. We thank them for their support in what has been a challenging year for both the industry and students.

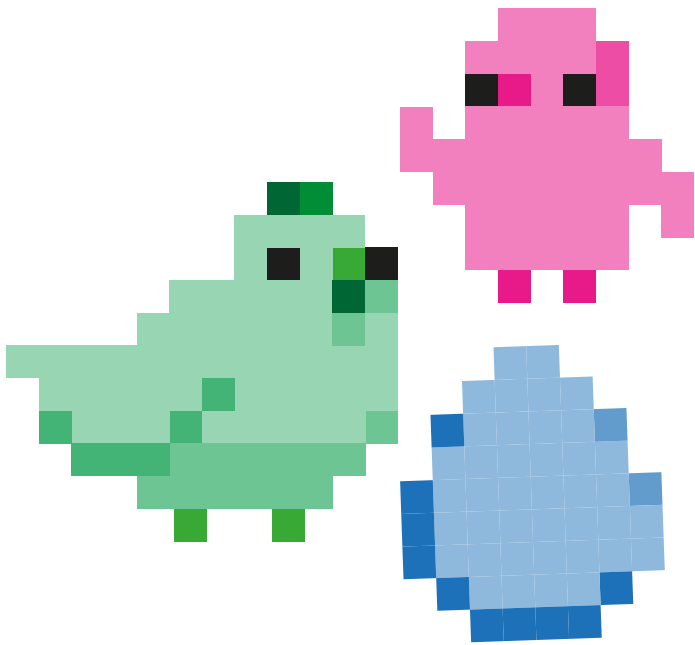
For more information on the competition, please visit our website: www.studentgoldpack.org.za



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:

- **Kim Hayes**
M.I.Pkg(SA)Grad
- **Frank Kalala** (DUT)
- **Pam Lansdell** (AAA)
- **Susi Moore**
F.I.Pkg(SA)
- **Vanessa von Holdt**
F.I.Pkg(SA)
- **Hannah McDonald**
(Syndicate Graphics)
- **Bill Marshall**
F.I.Pkg(SA)

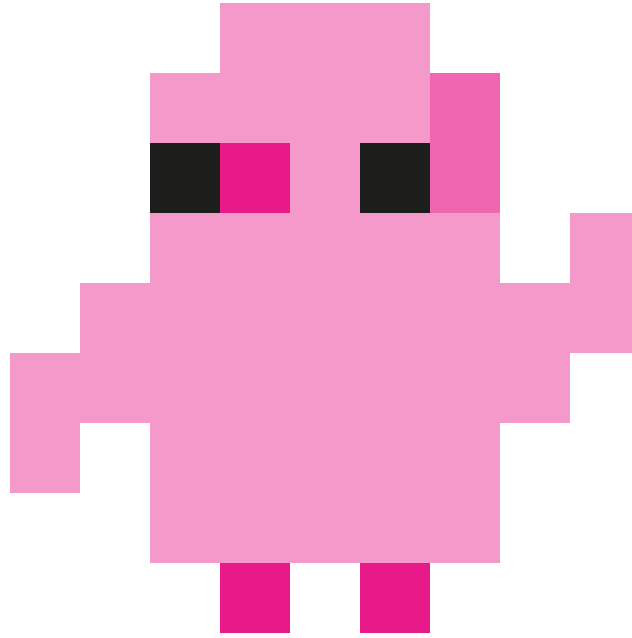
Packaging Technology:

- **Charles Muller**
F.I.Pkg(SA)
- **Kim Hayes**
M.I.Pkg(SA)Grad
- **Ralph von Veh**
F.I.Pkg(SA)
- **Vanessa von Holdt**
F.I.Pkg(SA)
- **Bill Marshall**
F.I.Pkg(SA)

Food Science:

- **Ingrid Schoeman**
Hon.M.I.Pkg(SA)
- **John Fox**
M.I.Pkg(SA)Grad
- **Susan Featherstone**
(SAAFoST)

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



GRAPHIC
DESIGN

Winners



TOP Winners



Courtney Shelley
Durban University of Technology

BEE LOVED HONEY
HEXAGONAL PACKAGING

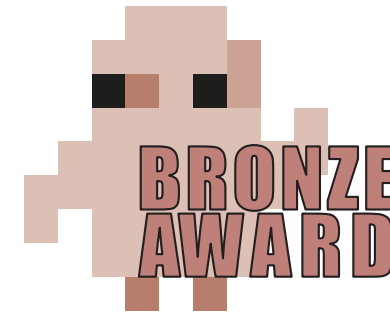
In this environmentally-forward entry, a biodegradable bottle of honey is packaged along with a packet of seeds; once all the honey has been consumed, the honey bottle is easily converted into a seed planter. The hexagonal shape of the packing, inspired by honeycombs, allows for close packing (thus decreasing shipping costs) and a neat display on store shelves.



Michaela Naidoo
Durban University of Technology

FLOOF TISSUES

This fun, engaging packaging rethinks the purpose of a tissue box by improving the atmosphere and character of a home, while making consumers smile or laugh when they pull out a tissue. The bold, eye-catching graphics will stand out on shelf and encourage purchase.



Charlize Golding
Stellenbosch Academy of Design & Photography

NESTLÉ NAN REBRAND

Rethinking how baby formula is packaged and incorporating a fresh, calming design across various pack formats, this entry expands on the current NAN range. It includes a testerpack concept, where parents can purchase small amounts of formula before investing in larger tins.



Project Brief 1:

PACKAGING MOTIVATES PURCHASE & USE

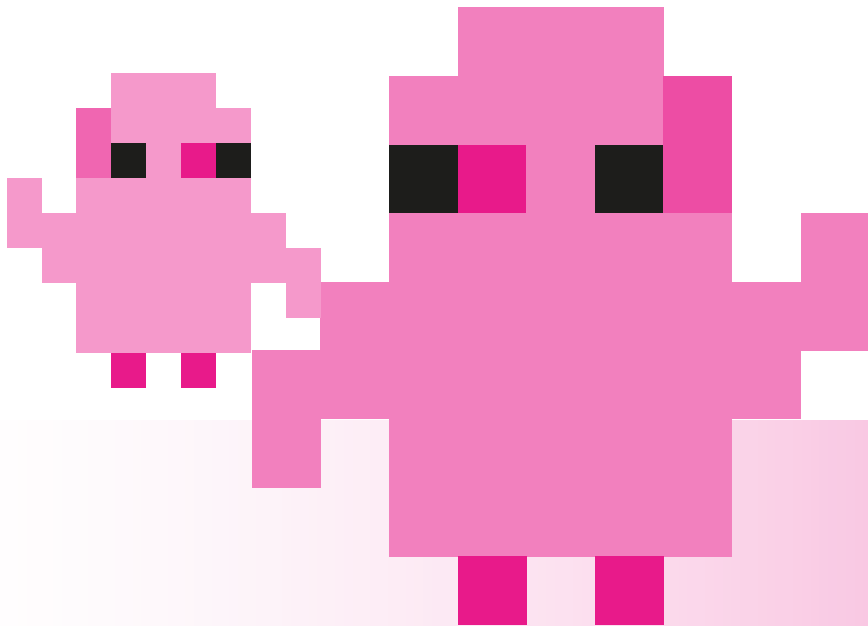
Best in Project 1

Charlize Golding

Stellenbosch Academy of Design & Photography

NESTLÉ NAN REBRAND

Rethinking how baby formula is packaged and incorporating a fresh, calming design across various pack formats, this entry expands on the current NAN range. It includes a testerpack concept, where parents can purchase small amounts of formula before investing in larger tins.



Project Brief 1:

PACKAGING MOTIVATES PURCHASE & USE

2nd in Project 1

Jamie Penrith
Nelson Mandela University

MOON CUP HOURGLASS PACKAGING

This hourglass-shaped packaging uses its unique shape, stunning illustrative graphics and gold foiling to increase its visual appeal and encourage menstrual wellbeing.



3rd in Project 1

Bea-Mari de Wet
Stellenbosch Academy of Design & Photography

BROTHER BEES HONEY - HONEY ON THE GO

A fun hexagonal pack containing 24 equally engaging honey sachets, this entry upgrades the current Brother Bees sachet packaging and is visually striking.

Project Brief 1:

PACKAGING MOTIVATES PURCHASE & USE

Finalist +

Khaleel Khan
IIE VEGA - Cape Town

LUNA MENSTRUAL CUP

This engaging packaging aims to destigmatise and normalise menstruation by elevating the often 'discreet' packaging of sanitary products into an elegant, complex box that creates a memorable unboxing experience.



Judges' Special Mention:

Unboxing Experience



Finalist +

Judges' Special Mention:

Promoting Extended Usage



Ovuyonke Sotsaka
Durban University of Technology

SUNLIGHT GREEN LAUNDRY BAR SOAP



A redesign of the packaging for the well-loved South African Sunlight soap bar to make it appeal to a younger generation and promote the product's multipurpose use.

Finalist +

Judges' Special Mention:

Human-Centred Design

Michelle Lourens
Stellenbosch Academy
of Design & Photography



LIBRESSE SANITARY PRODUCTS REBRAND



This entry has used human-centred design to create a range of sanitary product packaging that is gender-neutral, bold, modern, empathetic and inclusive, to combat the stigmas surrounding sanitary products.

Project Brief 1:

PACKAGING MOTIVATES PURCHASE & USE

Finalist

Keeley Browne
Stellenbosch Academy
of Design & Photography

RAWR FRUIT JUICE

This entry showcases a fun, appealing range of children's raw fruit juice that promotes healthy living and environmental awareness while introducing playful dinosaur characters which represent the different juice flavours.



Finalist

Jenna Alexander
IIE VEGA - Johannesburg

PHUZA CRAFT BEER

An original craft beer with local flair, this bold packaging is targeted at nature lovers and frequent bush-goers, who would be familiar with the term 'phuza' as used to refer to sundowners.



Finalist

Jodie Veitch
Stellenbosch Academy
of Design & Photography

SOLGAR HEALTH BOOST PACKS

A contemporary spin on Solgar's current branding and product range, this concept packaging introduces monthly 'vitamin health boost packs' that aid in attracting a younger audience.



Project Brief 1:

PACKAGING MOTIVATES PURCHASE & USE

Finalist

Nicholas Augustus
Greenside Design Center

GLENMORANGIE AMBER NECTAR LIMITED EDITION PACK

A new limited-edition, honey-inspired whisky under the Glenmorangie brand is realised through premium packaging that transforms from an on-shelf box to a display box, when the packaged lid is folded back to reveal the whisky bottle inside.



Finalist

Taryn Geswint
Nelson Mandela University

L'ORÉAL MAGNÉTIQUE



This bright, in-your-face packaging showcases an appealing new design of hair dye packaging for a younger target market, using a combination of fluorescent colours and a chrome, holographic effect in the product type to grab consumers' attention.

Project Brief 2:

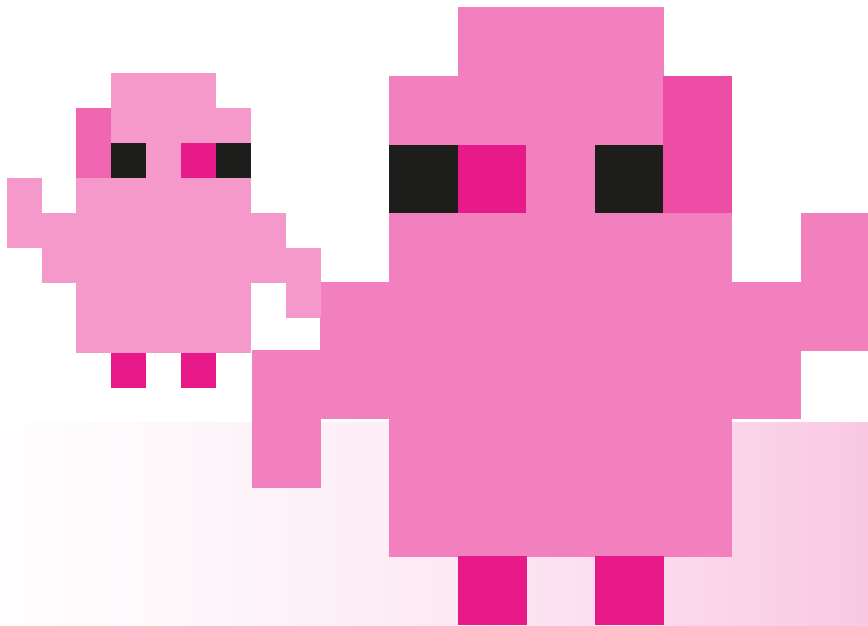
PACKAGING MERCHANDISES AT THE POINT OF SALE

Best in Project 2

Michaela Naidoo
Durban University of Technology

FLOOF TISSUES

This fun, engaging packaging rethinks the purpose of a tissue box by improving the atmosphere and character of a home, while making consumers smile or laugh when they pull out a tissue. The bold, eye-catching graphics will stand out on shelf and encourage purchase.



Project Brief 2:

PACKAGING MERCHANDISES AT THE POINT OF SALE

2nd in Project 2

Wian Coetzee
The Open Window

MILYA VODKA

This design for a fresh new brand of vodka is adorned with witty characters and vibrant colours for impact at point of sale, rejecting romanticised depictions rooted in tradition and rather celebrating pop culture and the obsession with youth and vanity.



3rd in Project 2

A fun brand of chocolate which celebrates various African cultures through vibrant colours, patterns and textures, this packaging showcases aspects of each country that ingredients are sourced from, with each flavour variation and country having its own distinguishing visual elements while a unifying visual style is applied throughout the range.

Hannah Warren
The Open Window

KOKO CHOCOLATE



Project Brief 2:

PACKAGING MERCHANDISES AT THE POINT OF SALE



Finalist

Annelize Kriel
NWU - Potchefstroom

FOR THE SKIN YOU ARE IN

Encouraging women and girls to feel comfortable in their own skin, this interactive packaging is a combination pack of two products — make-up and crayons — as well as collectable items — an information pamphlet and magnets for interactive play and discussions between mother and daughter.

Finalist

Carmen Kwan
University of Johannesburg

LIN'S BAO FROZEN FOOD PACKAGING

This packaging for bao appears friendly, soft, and warm, reflecting the feeling of when one holds and eats a steamed bun, while standing out from its competitors in the frozen food section.



Finalist

Evelyn Campher
University of Johannesburg

EFFORTLESS PURITY JUICE

An easy-to-use fruit juice box which help small children practise their sipping skills and allows Mom to seal the left-over juice, these bold packs are sure to have shelf impact.

Project Brief 2:

PACKAGING MERCHANDISES AT THE POINT OF SALE

Finalist

Uyanda Mabuza
University of Johannesburg

PAWS DRY DOG FOOD

A playful design showcased on material that can be recycled, this packaging is durable, while the dog-bone-shaped handle makes it easier for customers to carry.



Finalist

Thabisile Hadebe
University of Johannesburg

FROOT LOOPS CEREAL BOX REDESIGN



A recyclable packaging solution, designed with colourful, patterns, this box boasts an adjustable 'beak' – an interactive way for users to engage with the bird character.

Finalist

Nqobile Khuzwayo
Durban University
of Technology

FOREVER CLEANER PUMAS SNEAKER PACKAGING



To help reduce the amount of cardboard waste, this clever design limits the amount of cardboard used in production as well as turning into a stand for the sneakers to give the sneaker box a second, post-purchase life.

Finalist

Raymon van Niekerk
The Open Window

ZURA GIN DISTILLERY

The packaging and visuals for this gin brand are heavily inspired by ideas around paradise, while the Art-Deco-inspired visuals reinforce the idea of exclusivity through abstract representations of lush abundance.



Project Brief 3:

PACKAGING PROMOTES ENVIRONMENTAL AWARENESS

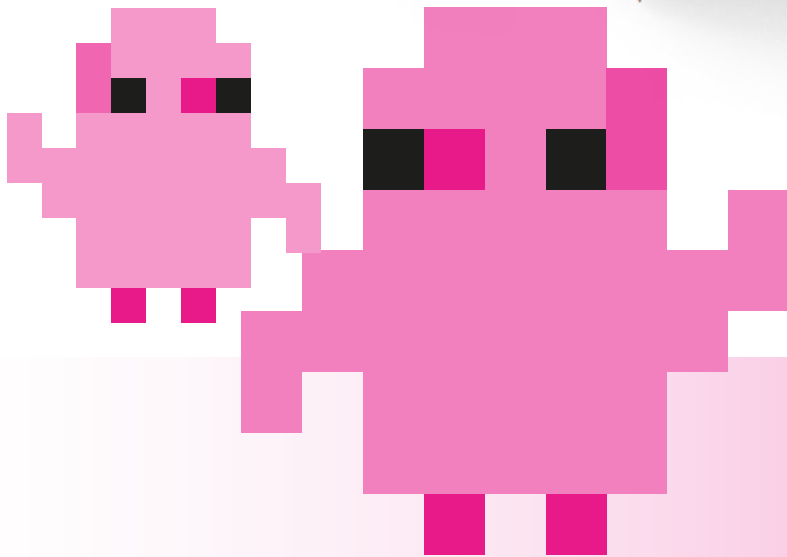
Best in Project 3

Courtney Shelley
Durban University of Technology

BEE LOVED HONEY
HEXAGONAL PACKAGING



In this environmentally-forward entry, a biodegradable bottle of honey is packaged along with a packet of seeds; once all the honey has been consumed, the honey bottle is easily converted into a seed planter. The hexagonal shape of the packing, inspired by honeycombs, allows for close packing (thus decreasing shipping costs) and a neat display on store shelves.



Project Brief 3:

PACKAGING PROMOTES ENVIRONMENTAL AWARENESS

2nd in Project 3 +



Creating awareness about sustainable fishing and packaging to consumers by creating a collaboration between EcoFishBox and I&J, this box aims to educate consumers about how I&J fish sustainably and how the EcoFishBox benefits the environment, while the I&J products are displayed in an organic and natural design.

Judges' Special Mention:
Category Disruptor

PACKAGING
& Print Media

Ashley Anderson
Stellenbosch Academy
of Design & Photography

**I&J SUSTAINABLE
PACKAGING**

3rd in
Project 3

Anja Nieuwoudt
Nelson Mandela University

BIODEGRADABLE PRINGLES PACKAGING

Made with recycled paper, cardboard and organic hemp plastic, this is packaging that grows! The recycled paper and cardboard contains seeds which correspond with the snack flavour and which can be grown by following the easy instructions on the container.



Project Brief 3:

PACKAGING PROMOTES ENVIRONMENTAL AWARENESS

Finalist

Brett Caldecott
Durban University of Technology
BLACK LABEL SIX-PACK CARRIER

A redesigned method of packaging a traditional six pack of beers in an eco-friendly and sustainable manner to reduce pollution and promote environmental awareness, this pack makes use of recyclable cardboard while eliminating both the use of any single use plastics as well as glue, promoting environmental awareness and reducing the cost of packaging these units.



Finalist

Marianne Strauss
Stellenbosch Academy of Design & Photography
CHECKERS MILK REFILL STATION

A concept which aims to provide a sustainable alternative to milk packaging, this project aims to fit in with the new Checkers Fresh X stores being launched across the country, motivating customers to make sustainable choices in an interactive and exciting way.



Finalist

Jade Stuckie
AAA Cape Town

**MOTHER NATURE
SANITARY PRODUCTS**

Mother Nature is a brand that focuses on being environmentally conscious and producing planet-friendly sanitary products and packs – a priority that is well communicated through its organic, friendly, natural-toned packaging.



Project Brief 3:

PACKAGING PROMOTES ENVIRONMENTAL AWARENESS

Finalist

Oyama Njeza
IIE Vega – Pretoria

EARTHIE
SKINCARE
PACKAGING



Earthie is an environmentally-conscious South African skincare brand that creates clean and sustainable skincare products, a fact which is strongly reflected in eco-friendly, recycled packaging that has low to no impact on the environment while maintaining an upmarket, exclusive look and feel.

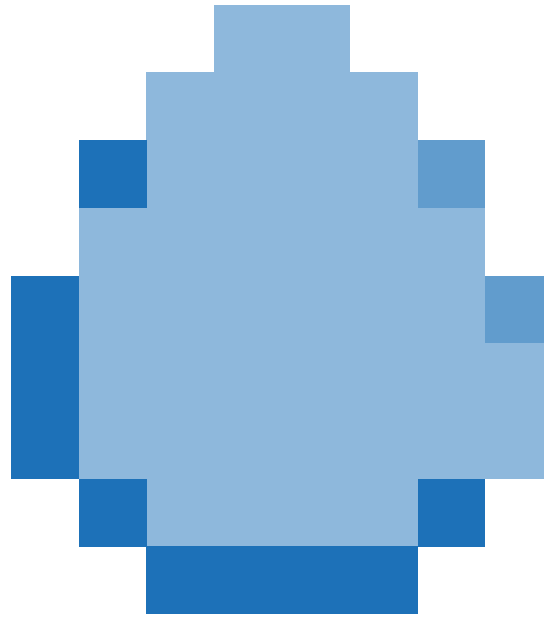
Finalist

Katlego Malibe
Eduvos

JACOBS BIODEGRADABLE PACKAGING



This coffee refill packaging, designed to seamlessly fit in with the Jacobs Krönung range, is made from hemp paper – a bio-material created from non-toxic, biodegradable hemp fibre, which has the look and feel of a conventional paper bag, is tougher than traditional plastic, and is cheaper to mass-produce.



PACKAGING TECHNOLOGY

Winners



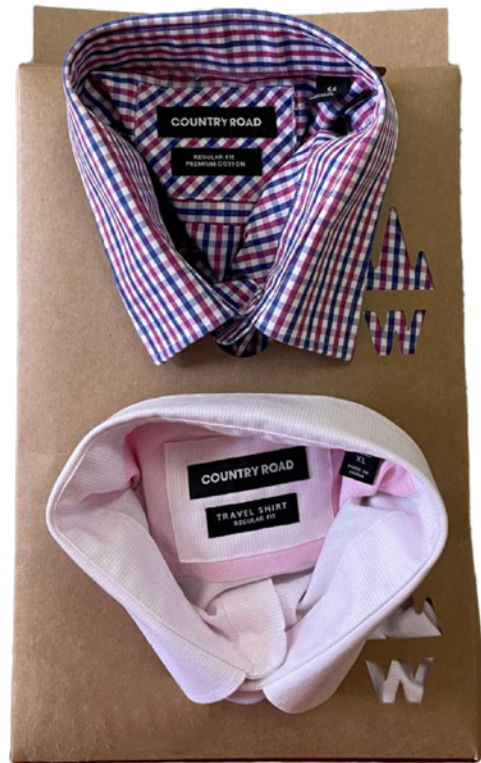
TOP Winners



Nicholas Downes
KZN

WOOLWORTHS SHIRT PACK

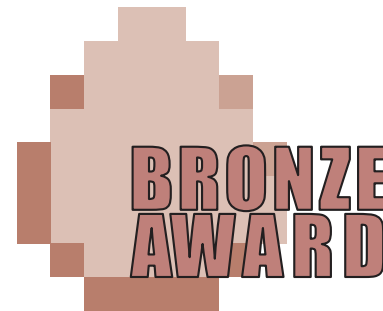
A proposal to replace plastic sleeves that offers eco-sensitivity and functionality. The pack makes the product the focal point, whilst also allowing opportunities to advertise and educate on the importance of environmental awareness. The design is versatile and eco-aware with innovative functionality.



Luka Fernandes
KZN

CAPE COBRA WINE CARTON

Presented as the project development detail for the primary, secondary and tertiary packaging for a difficultly-shaped wine bottle, whilst retaining its different appeal.



Karishma Jokoo
Northern Region

EGOLI BEER ENVIRO GRIP MULTIPACK

This proposal is to use the "Enviro-grip" paper top carrier to replace the commonly-used LDPE plastic shrink-wrap for the secondary packaging of multipacks of recyclable aluminium cans. The paper top carrier can be produced from renewable materials.



Project Brief 1:

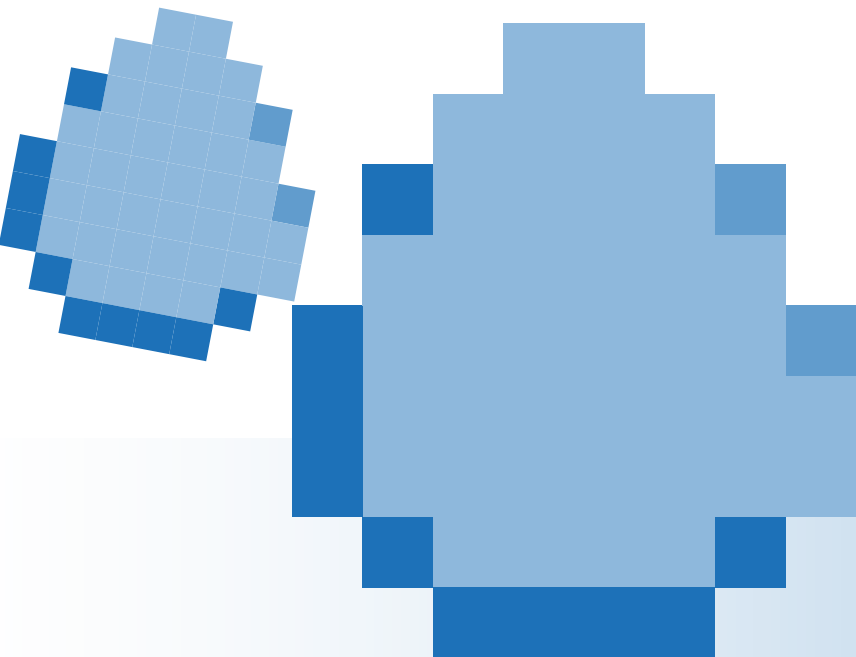
PACKAGING PROTECTS

Best in Project 1

Luka Fernandes
KZN

CAPE COBRA WINE CARTON

Presented as the project development detail for the primary, secondary and tertiary packaging for a difficultly-shaped wine bottle, whilst retaining its different appeal.



Project Brief 1:

PACKAGING PROTECTS

2nd in Project 1

Mamothupi Nkosi
Northern Region

VIVIYENA SNAP PACK



A sectionalised snap pack that has portions sized for a small family to open and use at one time while the rest of the compartments are still sealed and secure.

3rd in Project 1

Damilola Olaide
Nigeria

OLAM DAILY MEALS

The shelf life of these products are extended from 3 months to one year (unopened), making it possible for them to co-exist in a pack with pasta, as well as protecting them from damage before getting to the consumer.



Finalist

Abiodun Olusegun Adesanya
Nigeria

THE FURA CUP

A packaging proposal to preserve and package "Fura balls" in a way that it can be easily accessible anywhere in Nigeria without impacting negatively on the environment.



Project Brief 2:

PACKAGING DELIVERS
THROUGHOUT THE SUPPLY CHAIN

Best in Project 2

+ **Judges' Special Mention:**
Cohesive Concept



Tracey Murphy
Northern Region

BRUTAL FRUIT FRIDGE PACK

A 12-pack design suitable for transport, display, and a consumer carry pack, to be used in home cupboards or fridges as well as in restaurants and bar fridges, clubs and even in retailers' fridges for single bottle retail sales.



Project Brief 2:

PACKAGING DELIVERS THROUGHOUT THE SUPPLY CHAIN

2nd in Project 2

Bisola Adeniran
Nigeria

MAMA'S NATIVE PALM OIL

A pouch primary pack in a retail-ready corrugated carton which together ensures quality of the palm oil from the point of the production throughout the supply chain till it gets to the final consumer. The pack combination enables easy storing, stacking and handling throughout the distribution chain and the ready-to-use feature saves retailers time and energy in unboxing and displaying.



3rd in Project 2

Joanna Wylie
Northern Region

GHERKINS-ON-THE-GO

An improved display for gherkins, while also improving the supply chain process of packaged gherkins by changing the packaging from glass containers to standup, resealable plastic pouches, packed into a display shipper.



Project Brief 3:

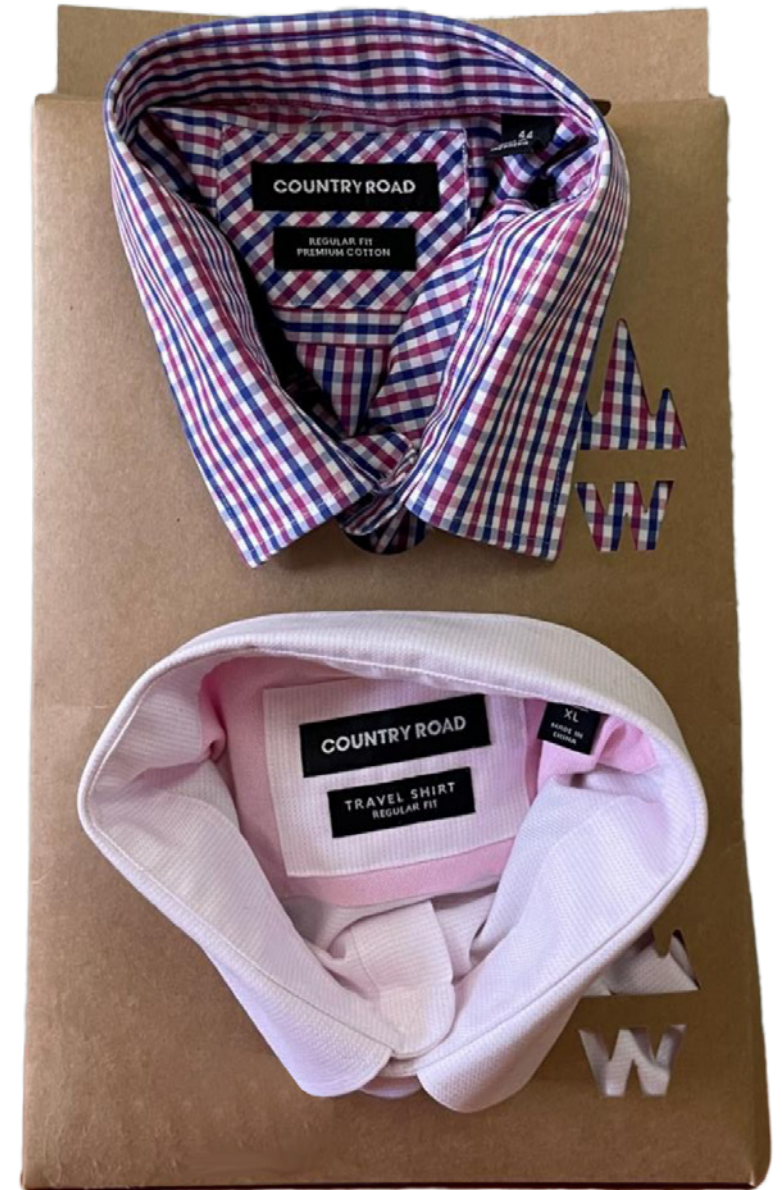
PACKAGING PROMOTES ENVIRONMENTAL AWARENESS

Best in
Project 3

Nicholas Downes
KZN

WOOLWORTHS SHIRT PACK

A proposal to replace plastic sleeves that offers eco-sensitivity and functionality. The pack makes the product the focal point, whilst also allowing opportunities to advertise and educate on the importance of environmental awareness. The design is versatile and eco-aware with innovative functionality.



Project Brief 3:

PACKAGING PROMOTES ENVIRONMENTAL AWARENESS

2nd in Project 3

Karishma Jokoo
Northern Region

EGOLI BEER ENVIRO GRIP MULTIPACK

This proposal is to use the “Enviro-grip” paper top carrier to replace the commonly-used LDPE plastic shrink-wrap for the secondary packaging of multipacks of recyclable aluminium cans. The paper top carrier can be produced from renewable materials.



Finalist

Brian du Plessis
Northern Region

SUNLIGHT GREEN BAR BOX

A proposal to re-pack the iconic green bar from the current PP wrapper into a paperboard box, to promote extended usage and attract new consumers while retaining the existing loyal market.



3rd in Project 3

+ Judges' Special Mention:
Well-Written Presentation

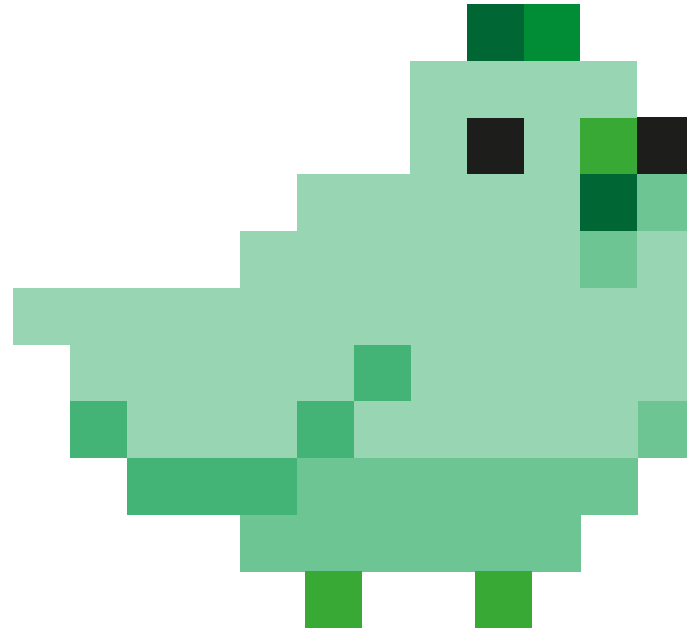
PACKAGING
& Print Media

Rosalind Dos Santos
Northern Region

COLGATE RETAIL READY DISPLAY SHIPPER

A dispensing cardboard E-flute box solution for toothpaste tubes that have been developed to promote environmental awareness. The retail-ready carton will assist to improve recycling rates and reduce fossil fuel usage in transport and distribution. The packaging solution also increases the area that brand owners have available to communicate with their consumers, and further differentiates the brand from competitors.





FOOD SCIENCE
+ TECHNOLOGY

Winners



Project Brief:

GERIATRIC FOOD FOR THE
AGING POPULATION (60+)



**Erica Breytenbach, Tarien Riekert,
Jana Lombard, Victoria Knott,
Rene Wentzel, Luke Jeftha,
Anja Lourens, Sinesipho Galada
and Chane Steyn**

Stellenbosch University



MAIZEY PEACH

Maizey Peach incorporates traditional elements of our cuisine into one product to deliver a nostalgic and wholesome eating experience while still providing nutritious benefit and meeting the product and packaging requirements of the consumer. This product uses mageu, a fermented maize drink popular in South Africa, as the base for a vanilla sauce containing sago pearls and it has a stewed peaches layer at the bottom to complement the flavour from the sago and mageu sauce. The packaging used is lightweight and clear, to enable the consumer to view the product, and has a plastic film with a grasping point to easily remove the film. The carton sleeve used contains important information about the product claims, expiration date, nutritional information, and other important information relevant to the product and the manufacturing thereof. Maizey Peach aimed to provide a product that consumers will enjoy and that is packaged in easy-to-use and simple packaging.

Student Gold Pack 2022

Student Gold Pack 2022 will be launched in March 2022.

For more information, contact:

Bill Marshall

IPSA Student Gold Pack Competition Organiser

studentgoldpack@ipsa.org.za

011 804 1614

www.studentgoldpack.org.za

