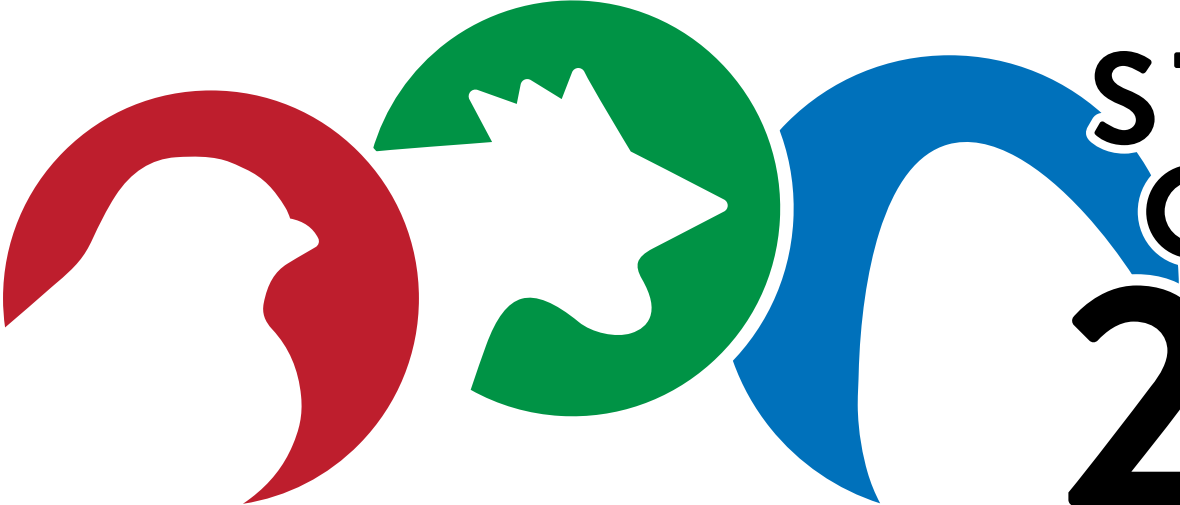




STUDENT GOLD PACK 2022

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 & 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 2022 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:

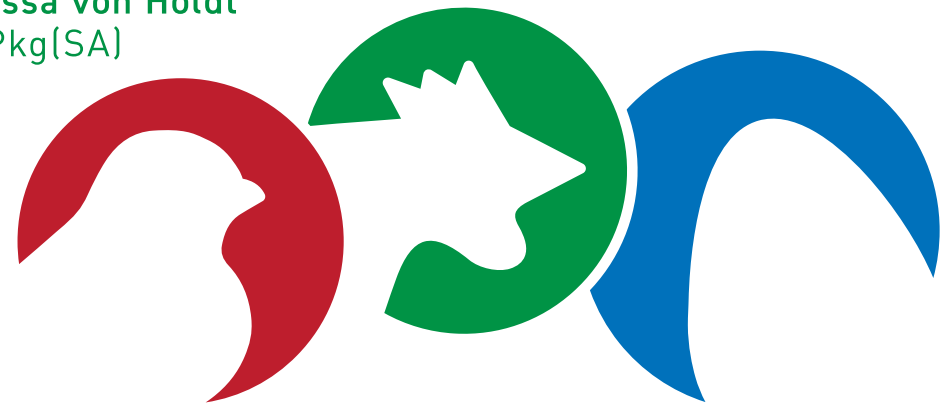
- **Charles Muller**
F.I.Pkg(SA)
- **Judith Evans**
(Eduvos)
- **Christof Fourie**
(Sainsbury Design)
- **Vanessa von Holdt**
F.I.Pkg(SA)
- **Hannah McDonald**
(Syndicate Graphics)
- **Bill Marshall**
F.I.Pkg(SA)

Packaging Technology:

- **Janine Harding**
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 & Technology:

- **John Fox**
M.I.Pkg(SA)Grad
- **Vanessa von Holdt**
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



Amadea Yacumakis
Stellenbosch Academy
of Design & Photography

MAKE YOUR OWN UMQOMBOTHI

This "Make Your Own Umqombothi" brewing kit includes King Korn's malted sorghum and maize meal, along with a bucket that both holds the packaging and doubles as the bucket to make the Umqombothi in. It also includes a cloth with instructions it on that later acts as a strainer in the beer making process. This packaging instructs users on how to use its contents (the different flours) to make the beer, and motivates consumers to buy the product by providing an exciting promo pack to encourage South Africans to make this traditional beer.



**SILVER
AWARD**

Erin Coetzee
IIE Vega - Cape Town

THAT'S NUTS! PLANT-BASED MYLK

"That's Nuts!" is a fun plant-based mylk brand, focusing on various nut mylks, with the slogan "It's still mylk". Its funky imagery and colouring makes the product a category disruptor on shelf and steers consumers away from perceiving it as an ultra-healthy and very foreign product.



Marleine Louw
Stellenbosch Academy
of Design & Photography

HULETTS SUGAR PACKAGING

This accessible packaging redesign for Hulett's Sugar aims for a more satisfying user experience. The illustrations on-pack are inspired by sugar cane farms near the Transkei, and capture the essence of day-to-day life for a sugar cane farmer while creating a stand-out pack on shelf.



Project Brief 1:

PACKAGING INFORMS & MOTIVATES

Best in Project 1

Amadea Yacumakis
Stellenbosch Academy
of Design & Photography

MAKE YOUR OWN UMQOMBOTHI

This "Make Your Own Umqombothi" brewing kit includes King Korn's malted sorghum and maize meal, along with a bucket that both holds the packaging and doubles as the bucket to make the Umqombothi in. It also includes a cloth with instructions it on that later acts as a strainer in the beer making process. This packaging instructs users on how to use its contents (the different flours) to make the beer, and motivates consumers to buy the product by providing an exciting promo pack to encourage South Africans to make this traditional beer.



Project Brief 1:

PACKAGING INFORMS & MOTIVATES

2nd in Project 1

Tyra Gooranah
University of Johannesburg

LOADSHEDDING SURVIVAL KIT

This kit contains the essential items needed to get through loadshedding. The bright colours and hand-drawn illustrations stand out among other loadshedding items on shelf. As it is made from recycled Kraft paper, the box can be recycled or reused.



3rd in Project 1

PACKAGING & Print Media

Award for
EXCELLENCE IN
Documentation
+ Presentation



Nastasia Pestana
Stellenbosch Academy
of Design & Photography

AVA SECRETS MENSTRUAL CUP

Normalising periods and spreading education about menstruation was the aim of this entry. Through this redesign, the nature of the product, the manner of its use through effective infographics and the benefits of purchasing the product over other single use sanitary products has been clearly and effectively communicated.

Project Brief 1:

PACKAGING INFORMS & MOTIVATES

Finalist +

Helene Kotze
Eduvos Tyger Valley

CEREBOS SALT PACKAGING

This engaging packaging redesigns both the Cerebos salt shaker and its plastic bag refill. For the shaker, a turn-off cap is proposed to replace the current clip-on design, which can be difficult and frustrating to open, while in place of the plastic bag refill, an easy-to-handle triangular box was designed. With this redesign, to refill your shaker, you simply open the box at its tip and turn it over atop the shaker – an elegant solution to a messy problem that is clearly communicated on front-of-pack.

Judges' Special Mention:
INNOVATIVE SOLUTION



Finalist +

Bethanie Trollope
University of Johannesburg

PRICE'S CANDLES LIGHTHOUSE SPECIAL SAFETY PACK

In light (or lack thereof!) of persistent loadshedding in South Africa, the Lighthouse Special Safety Pack promotes fire safety and consists of a fully recyclable paper tube and aluminium lid. The lid, once removed, acts as a candle holder. Its wide base provides stability and helps prevent accidental fires. Fire safety tips and emergency numbers are displayed prominently on the pack.

Judges' Special Mention:
TOPICAL THOUGHT



Project Brief 1:

PACKAGING INFORMS & MOTIVATES

Finalist

Siddiqa Ballim
Durban University of Technology

WOOLWORTHS SPAGHETTI

This pack offers convenience through providing a simple measure for a single serving of pasta through innovative packaging design, and effectively communicates as such on-pack.



Finalist

Lea de Vries
Cape Peninsula
University of
Technology

POLE & LINE TUNA

A bold and eye-catching design, this taster pack informs consumers about sustainable fishing while strongly tying into the Woolworths Food packaging range.



Finalist

Chante Rynders
Greenside Design Center

LUNA SKINCARE

Luna offers two gift sets, each providing a 5-step skincare process with the basic products for those wanting to build a skincare routine but who aren't sure where to start. The packaging informs in an approachable and friendly manner.



Project Brief 1:

PACKAGING INFORMS & MOTIVATES



Finalist

Jaimee Bayhack
Greenside Design Center

PISTA CIAO PISTACHIO PACKAGING

Pista Ciao's packaging offers a healthy snack to consumers in an engaging format, while offering them somewhere to dispose of their pistachio shells. Functional instructions describe how to enjoy this novel pack.

Finalist

Lerato Ngcobo
University of Johannesburg

CORDIAL BOOB TAPE

A feminine, friendly design which conveys a sense of confidence and comfortability, this pack neatly details what purchasers can expect from the product and how it can be utilised.



Finalist

Ni'mat Joosab
University of Johannesburg

ALULA S26 ON THE GO TRAVEL MILK PODS

This concept for a conveniently-sized travel pack of milk formula communicates its usage instructions in a clear yet attractive manner, ensuring that new mothers feel confident in the product.



Project Brief 2:

PACKAGING PROMOTES SALES
AT THE POINT OF PURCHASE

Best in Project 2

Erin Coetzee
IIE Vega Cape Town

THAT'S NUTS! PLANT-BASED MYLK

"That's Nuts!" is a fun plant-based mylk brand, focusing on various nut mylks, with the slogan "It's still mylk". Its funky imagery and colouring makes the product a category disruptor on shelf and steers consumers away from perceiving it as an ultra-healthy and very foreign product.



Project Brief 2:

PACKAGING PROMOTES SALES AT THE POINT OF PURCHASE

2nd in Project 2

Marleine Louw
Stellenbosch Academy
of Design & Photography

HULETT'S SUGAR PACKAGING



This accessible packaging redesign for Hulett's Sugar aims for a more satisfying user experience. The illustrations on-pack are inspired by sugar cane farms near the Transkei, and capture the essence of day-to-day life for a sugar cane farmer while creating a stand-out pack on shelf.

3rd in Project 2



Emme Tocknell
Stellenbosch Academy of Design & Photography

REHIDRAT RECOVER

To make Rehidrat more accessible and enticing to university students, its packaging has been redesigned into an attention-grabbing pack that displays strongly at tillpoints. Its bold colours, simple graphics and hand-drawn logo convey a sense of fun and rejuvenation, re-energising the brand.

Project Brief 2:

PACKAGING PROMOTES SALES AT THE POINT OF PURCHASE

Finalist +

Lekeesh April
Eduvos Tyger Valley

GORDON'S GIN 750ml

A redesign of Gordon's Gin, this striking pack presents a fresh spin on the iconic brand while maintaining the brand identity of the original packaging through strong use of colour and eye-catching graphics.



Judges' Special Mention:
BRAND EXTENSION

Finalist

Josephine Barrault
IIE Vega Cape Town

MAMA CACAO
CHOCOLATE
PACKAGING



Mama Cacao, a packaging concept for a local chocolate brand, ensures itself a prime spot on shelf among specialty chocolate bars, with graphics and copy that position it as authentically African.

Finalist

Azelda Olivier
Open Window

VELD GIN & TONIC

This concept for a gin and tonic brand that celebrates South Africa's bushveld makes use of a square modular grid and bold colours to ensure it stands out from competitors on-shelf.



Project Brief 2:

PACKAGING PROMOTES SALES AT THE POINT OF PURCHASE

Finalist

Asanda Silo
University of Johannesburg

BISKITTY BISCUIT TREATS

A playful design for cat treats showcased on recyclable material, this packaging is durable, while the "house" shape stacks as well in stores.



Finalist

Anika Claassen
Stellenbosch Academy of
Design & Photography

MAKEUP BRUSH PACKAGING FOR MAYBELLINE



This fun cylindrical packaging shows off the product on sale in an engaging and eye-catching way, promoting its sales to a young audience over competitors.

Finalist

Tenisha Beyl
Open Window

MILYA VODKA

Vibrant colours and bold graphics give this range of vodka strong shelf impact while carrying a message of brand diversity and unification.



Project Brief 2:

PACKAGING PROMOTES SALES AT THE POINT OF PURCHASE

Finalist

Annabel Kay-Shuttleworth
Stellenbosch Academy of Design & Photography

BREW BUDDY DOG BEER

A specialised crafted bone broth that provides nutrition and helpful vitamins for your dog, this packaging communicates the beneficial nature of the product while offering fun, engaging design elements.



Finalist

Izel Burger
IIE Vega Pretoria

URBAN NOODLES

Urban Noodles offers a fun, engaging pack to customers who would like to spice up their boring noodles. Bold, colourful graphics ensure that this will stand out on shelf and encourage them to buy something new.



Project Brief 3:

PROUDLY RESPONSIBLE PACKAGING

*Best in
Project 3*



Theresa van Staden
Stellenbosch Academy of Design & Photography

MARLO FARMS SUSTAINABLE VEGETABLE PACKAGING SOLUTION

In this environmentally-forward entry, 100% compostable packaging made of moulded mushroom mycelium will house fresh vegetables, negating the need to recycle this packaging while providing a cost-effective solution. This packaging communicates the importance of sustainability, with the tagline, "Farming for the future".

Project Brief 3:

PROUDLY RESPONSIBLE PACKAGING

*2nd in
Project 3*

Hannah Polley

Stellenbosch Academy of Design & Photography

SUSTAINABLE DURACELL BATTERY BIN & BOX

This hexagonal battery box serves as a sustainable prompt to the consumer in the hopes of promoting correct battery disposal.



*3rd in
Project 3*



*Best in
**PAPER
PACKAGING**
Award*

Ayesha Thangay
Greenside Design Center

EGOLI CITRUS

This entry received full scores for recyclability, functionality, design and aesthetics, and innovation due to the careful thought applied to paper-based packaging solution. Made from corrugated paper, which is environmentally friendly, the pack is 100% recyclable, compostable and biodegradable, and does not contain any plastic of sort or any harmful toxins.



Project Brief 3:

PROUDLY RESPONSIBLE PACKAGING

Finalist

Carli Pienaar
IIE Vega Pretoria

YOCA CHOCOLATE PACKAGING

Yoca boasts 100% biodegradable and compostable paper packaging made of cocoa shells. Information on how consumers can dispose of the packaging is clearly communicated on pack.



Finalist

Nicolas Lorenzen
Greenside Design Center

VIRIDIS HERBS

This packaging for herbs, made from recycled and recyclable cartons and plastics, is designed to extend the home life of soft fresh herbs.



PACKAGING TECHNOLOGY *Winners*

mpact 

smarter, sustainable solutions



TOP Winners

GOLD TROPHY

Kieren Murugan
KZN

AQUARTZ WATER IN A BOX

This packaging offers 360-degree branding space, improving the appearance of the product on shelves. As part of the redesigned packaging, there are informative facts on the packaging and on the SRP to inform customers about how sustainable the packaging is.



SILVER AWARD

Olude Adebisola
Nigeria

TIGER CHILI PEPPER POWDER

This project proposes a stand-up pouch with multilayer (PET/Met PET/PE), which will prevent deterioration that may occur such as volatile oil loss, caking of the product, microbial spoilage and insect infestation during storage or transportation. The secondary packaging will be arranged in a clay-coated shipper box that will be displayed on the shelf at retail outlets.



BRONZE AWARD

Maroli van der Merwe
Western Cape

GRANADILLA YOGHURT

This well-done project substitutes a white printed PP tub with an opaque tub and a removable paper label, thereby increasing the recyclability of the packaging.



Project Brief 1:

PACKAGING PROTECTS

Best in Project 1

Glynis Koopman
Western Cape

WOOLWORTHS FOOD LARGE SUGAR CONES

This project demonstrates an impressive packaging solution to better protect ice cream sugar cones, whereby the sugar cones are nested into nitrogen-flushed BOPP sachets, suspended in a bottom and top PET skillet, inside a corrugated carton, printed with soya-based ink. The packaging is recycled and sustainably sourced, and offers consumer appeal.



Project Brief 1:

PACKAGING PROTECTS

2nd in Project 1

Cheryl Joseph
KZN

CHOICE ASSORTED BISCUIT RANGE 500g

This entry proposes the introduction of a 500g Choice Assorted Biscuits pack to the market, which will be sold with a skillet lid included, thereby allowing resealability of the product and reducing the staling of the biscuits. Less packaging will also be used for this product, leading to cheaper production and a reduced negative environmental impact.



3rd in Project 1



Verona Govender Schubach
KZN

SUNDRIED TOMATOES

The replacement of a 1kg PET bucket of sundried tomatoes in oil with a ready-to-sell heat-sterilised product within a multilayer retort pouch not only increases the product's shelf life from 6 months to 3 years, but also yields a reduction in operating costs – resulting in a cheaper, more competitive product, while reducing food waste.

Project Brief 1:

PACKAGING PROTECTS



Finalist

**Samson
Olushina
Olawumi**
Nigeria

**RED MEAT
PACKAGING
DESIGN**

This project proposes beef packaging specifically to limit the possibility of germs, contamination and other health issues that arise from improper meat packing, which is a common concern in Nigeria. The usage of a vacuum pack container and box pack ensures that the meat is well protected and safe for consumption.



Finalist

Sebina Sefuli
Northern Region

**SPONGE APPLICATOR
NAIL POLISH REMOVER**

Despite multiple challenges presented by acetone-based nail polish removers, which include spills, leaking closures, harsh scents and contaminated cotton pads that end up in landfill, most consumers still prefer acetone as it breaks down nail polish quicker than alternatives. With this in mind, this project proposes a new packaging closure that protects the acetone-based nail polish remover and strikes a balance between safety and convenience.

Finalist

Safronia Nerina Thomas
Western Cape

**CONVERSION OF WET PET FOOD
FROM CANS TO TETRA RECART**



This project, which proposes the conversion of wet pet food packaging from cans to TetraPak, significantly prevents food waste by better protecting the current product with modern packaging that is more sustainable, lightweight and stable, while offering the product an on-shelf facelift.

Project Brief 1:

PACKAGING PROTECTS

Finalist

Unuagbokhe Abibat Shaibu
Nigeria

PEP-TOES TOMATO PASTE

Submitting the concept of a quad standup pouch with spout as the primary packaging of processed tomato, this proposal provides an appropriate packaging material to reduce tomato loss at postharvest, while encouraging preservation and storage, as this packaging – a flexible laminate pouch – is easy to open, close and store.



Finalist

Tailei McCullough
Northern Region

TAIGAN NANO GREEN

The idea behind this project is to package a plastic roll within a carton. The carton will be made of non-virgin grade recyclable corrugated paper, which will make the packaging more environmentally responsible, reusable and sustainable.

Finalist

Ugonma Awom Nwabeke
Nigeria

ZOBO DRINK

This project proposes the move from PET bottles to aluminium cans for the traditional Nigerian drink Zobo, in order to enhance its preservation at small, medium and large scale levels, while extending its shelf life and protecting the components of the drink.



Project Brief 2:

PACKAGING PROMOTES SALES AT THE POINT OF PURCHASE

Best in Project 2

Kieren Murugan
KZN

AQUARTZ WATER IN A BOX

This packaging offers 360-degree branding space, improving the appearance of the product on shelves. As part of the redesigned packaging, there are informative facts on the packaging and on the SRP to inform customers about how sustainable the packaging is.



Project Brief 2:

PACKAGING PROMOTES SALES AT THE POINT OF PURCHASE

2nd in Project 2

Olude Adebisola
Nigeria

TIGER CHILI PEPPER POWDER

This project proposes a stand-up pouch with multilayer (PET/Met PET/PE), which will prevent deterioration that may occur such as volatile oil loss, caking of the product, microbial spoilage and insect infestation during storage or transportation. The secondary packaging will be arranged in a clay-coated shipper box that will be displayed on the shelf at retail outlets.



3rd in Project 2

Rentia Liebenberg
Northern Region

DAIRYLAND 1L STAND UP POUCH

This milk packaging was selected and designed to provide instant differentiation and product identification that would provide convenience and lightweight benefits. Package design features consist of a one litre stand up pouch with an air filled handle, re-closing device, and high quality graphics for full cream, low fat and fat free variants.



Project Brief 2:

PACKAGING PROMOTES SALES AT THE POINT OF PURCHASE

Finalist

Junaid Naik
KZN

SWEETS FROM HEAVEN HALLOWEEN MARSHMALLOWS



This new promotional theme pack on an existing product – Sweets From Heaven marshmallows – will improve sales by changing the packaging's appearance while incorporating a QR code to increase consumers' interaction with the brand.

Finalist

Armand Uys
Western Cape

PURITY JUNGLE BABY CEREAL

This proposal, which packages baby food cereal in a resealable polypropylene laminated pouch with a shelf-ready corrugated box, is a new format for this category and will thus stand out on the retail shelf.



Finalist

Charissima Lane
Northern Region

AWESOME AVOCADO

This strikingly asymmetrical avocado box will catch the eye of consumers while increasing the shelf life of the avocados, as the product left on the pallet can be easily moved to cold storage.



Project Brief 2:

PACKAGING PROMOTES SALES AT THE POINT OF PURCHASE

Finalist

Shenise Chetty
KZN

MUNCHIES COCOA HOOPS



Munchies cereal, an existing brand, gets a complete design overhaul in an effort to make the pack stand out next to competitors on-shelf, while introducing a zip lock reseal and a product show-through indicator. The refreshed, rebranded product now has the potential to gain a broader consumer base from being well-represented on shelf.

Finalist

Fapojuwo Oluwafisayo Babajide
Nigeria

ADUN 2-IN-1 CURRY AND
THYME PACKAGE DESIGN



This innovative 2-in-1 packaging for curry and thyme spices provides maximum shopper comfort, being both portable and convenient to handle while presenting the consumer with a fun and novel pack that displays prominently on shelf and has second-life potential within consumers' homes.

Finalist

Lizette Welman
Eastern Cape

OPTI-GLO STERILE EYE DROPS

This product, targeted at consumers who are on long-haul journeys, creates a powerful impression with its audience by standing out on-shelf, building a unique appearance and distinguishing the product from all other brands.



Project Brief 2:

PACKAGING PROMOTES SALES AT THE POINT OF PURCHASE

Finalist



Onalaja Moyosore
Nigeria

TRUST KUNU ZAKI DRINK

This project showcases the development of packaging for Kunu Zaki, a popular Nigerian beverage, to boost the perception of this drink in the mind of the consumer, promote purchase and encourage recycling. The entry showcases how to use packaging – in this case, the PET bottle – to add value to the product. The PET bottle was chosen over other pack types because of its ease of recycling, and overall, a positive story about the use of PET is communicated in the submission.

Finalist

Mashadi Botomane
Northern Region

GOLDI CHICKEN MEAL



This packaging for Goldi Chicken is environmentally responsible while performing its function of containing the product, protecting it from the elements, withstanding the supply chain, and attracting customers with the objective of increasing sales at point of purchase.

Finalist

Sofola Azeez Abdullah
Nigeria

HUGGIES SUPER CONVENIENCE



This project aims to promote Huggies diapers at the point of sale. The primary packaging is folding box board (FBB) and the secondary packaging is shelf-ready corrugated board – set to be the first of its kind in the category in Nigeria.

Project Brief 3:

PACKAGING PROMOTES
ENVIRONMENTAL AWARENESS

Best in Project 3



Maroli van der Merwe
Western Cape

GRANADILLA YOGHURT

This project offers sustainability benefits through the removal of an imported IML label, replacing this with paperboard. The pack optimises the plastic material of the tub and lid by removing the white pigment and changing to an opaque option, giving the pack high recycling value and aiding in increasing its collection and recycling rate.



Project Brief 3:

PACKAGING PROMOTES ENVIRONMENTAL AWARENESS

2nd in Project 3

Shaun Roos
Northern Region

SANTA ANNA'S ORGANIC CORN CHIPS

This hexagonal paperboard pack presents an alternative to an existing plastic package, with eye-catching graphics that promote environmental awareness. The package is made from sustainable locally-produced paperboard which is completely recyclable. The on-pack QR codes direct customers to a video about environmental issues, as well as pointing customers to their nearest recycling bin once the package is empty.



3rd in Project 3

Prajna Bissoon
KZN

WOOLWORTHS WHITE LUXURY TISSUES

This proposal changes the way small packs of ten tissues are packaged, by replacing plastic packaging with a seed-embedded paper box which the consumer can plant in their garden once they have used the tissues. Lavender seeds were chosen as the seed option, as lavender plants have many benefits to humans and are bee-friendly, which helps promote the "save the bees" organisation found on-pack. This lets the consumer know they can make a difference in keeping the environment clean, while helping the bee population thrive.



Project Brief 3:

PACKAGING PROMOTES ENVIRONMENTAL AWARENESS

Finalist

Sonja Evans
Western Cape

TWINSAYER REDUCED CORE

This project looks at how decreasing the core size of a toilet paper roll can lessen the environmental footprint and, through marketing efforts, improve awareness of being environmentally sustainable. The redesign focuses on lessening the amount of kraft paper needed per roll by 21%, which has both an environmental and a cost-saving benefit for Twinsaver, while decreasing the overall packaging volume – allowing Twinsaver to transport more toilet paper in less trips.



Finalist

Maserame Nhlapo
Northern Region

BEAN THERE TANZANIA KILIMANJARO ROASTED COFFEE

This proposal for a plastic-free gusset earthpouch, with high moisture, oxygen, gas and aroma qualities to keep the coffee it houses fresh for up to three months, has huge buy-me appeal. A stainless-steel spoon is included to be used as a scoop and a clipper for resealing the bag, while consumers are given information about environmental awareness on-pack.



Finalist

Sanele Mngadi
KZN

ROBERTSONS SPICY CHICKEN SUSTAINABLE SACHET

A sustainable single material with multiple layers has been successfully developed for Robertsons spice sachets to replace the traditionally-used paper/Alufoil/PE. By decreasing material costs for the display unit and shipper, the increased cost of the sustainable material was offset, and savings are still achieved.



Project Brief 3:

PACKAGING PROMOTES ENVIRONMENTAL AWARENESS



Finalist

Elsunri van Aswegen
Western Cape

WOOLIES BABES PURE COTTON BODY VESTS

This project successfully unites Woolworths with the world of sustainable development of forests. The simplicity of the packaging is effective, as the straightforward design on Valcraft board tells a story to consumers without cluttering the packaging in an unappealing way.



Finalist

Elaine Budhu
KZN

LABELLO LIMITED EDITION PACKAGING

This proposal eliminates plastic from the Labello Lip Balm Blister Packaging. The proposed new packaging will be produced from 100% recyclable and biodegradable paperboard – GC2.

Finalist



Chanelle Snyman
Northern Region

BUDDY'S BEER

To make the beer bottle in this project more sustainable, the bottle is reduced from 340ml to 330ml, while the neck and front label move from foil to metallised paper and the back label is removed entirely. The secondary packaging moves from plastic to paper, utilising the leftover barley straw from the beer-making process.

Finalist

Romano Birks
Western Cape

GRAPE PAPER BOARD PUNNET

An alternative for plastic table grape punnets is proposed in the form of a paper board punnet for local and international use, with the aim of reducing the use of plastic in the table grape industry and promoting the use of a more recyclable and compostable packaging.



FOOD SCIENCE & TECHNOLOGY *Winners*



Project Brief:

FOOD with a SOUTH AFRICAN TWIST –
AN INNOVATIVE TWISTING IDEA!

**GOLD
TROPHY**



Tarryn Ohlsson, Esme Broeksma,
Jana Gerryts, Lara Coetzee, Lerato Ntsime,
Lydia Landman and Rory Lutz
Stellenbosch University

HUMMOES

Hummoes is a ready-to-eat spread, packaged in a lightweight polypropylene tub and lid. The biltong-flavoured spread is made available in a 110g size, which offers differentiation in the category and convenience to the target market. The tub features a half circle PP label on the lid, making the product visible to consumers in the hope of building product interaction.



Project Brief:

FOOD with a SOUTH AFRICAN TWIST –
AN INNOVATIVE TWISTING IDEA!

Finalists

Chulekazi Rangxa, Heidi Biehler, Jacques Olivier, Lottie van Niekerk,
Madré Burger, Melissa Lange and Storm-Leigh Davids

Stellenbosch University

PAPACINI

A cleverly designed, lightweight, freezer-safe box protects and promotes Papacini maize meal balls with a tomato filling. The pack is eye-catching and, with its edge to edge printing, promotes a stand-out appetite appeal on freezer shelves. It protects the product well, throughout the supply chain, while offering consumers a number of convenience benefits, such as resealability, compartments inside the box for easy portion storage and easy to follow on-pack communication.



Finalists

Ansone Boshoff, JP Eksteen, Jodie Stoffberg,
Kgalalelo Koloti, Nina De Villiers, Lara van der Merwe
and Jana Schreuder

Stellenbosch University

BO-KAAP BITES

A well-designed carton with a window, which acts as a canvas to display the eye-catching graphics which pay homage to the rich Cape Malay culture that inspired this proudly South African food product. Added to the protection of the carton, each ready-to-eat syrup-infused cake is wrapped in a polypropylene sachet, ensuring the product remains fresh throughout its shelf life while also offering consumers convenience in product consumption.

STUDENT GOLD PACK *2023*

Student Gold Pack 2023 will be launched in March 2023.

For more information, contact:

Bill Marshall

IPSA Student Gold Pack Competition Organiser

studentgoldpack@ipsa.org.za

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