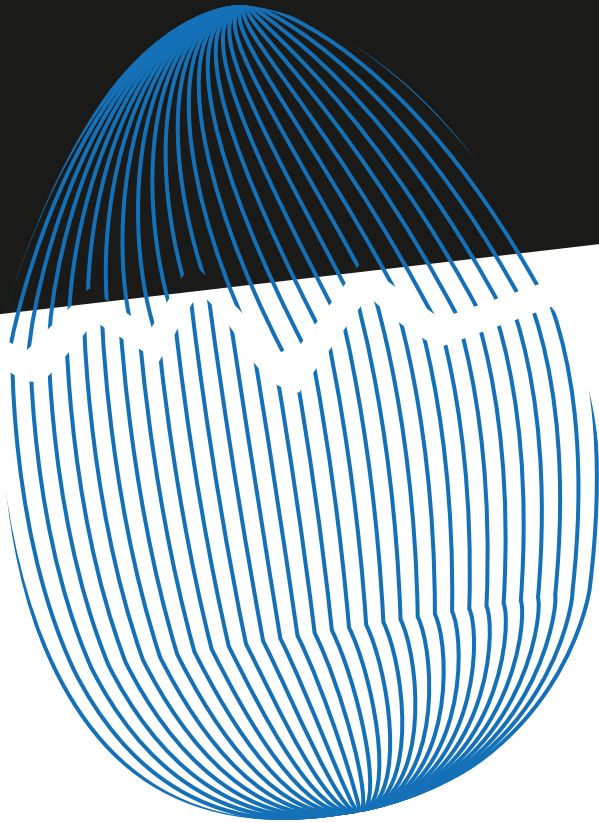


PACKAGING
TECHNOLOGY

award
winners

STUDENT
gold pack 2017



SPONSORS



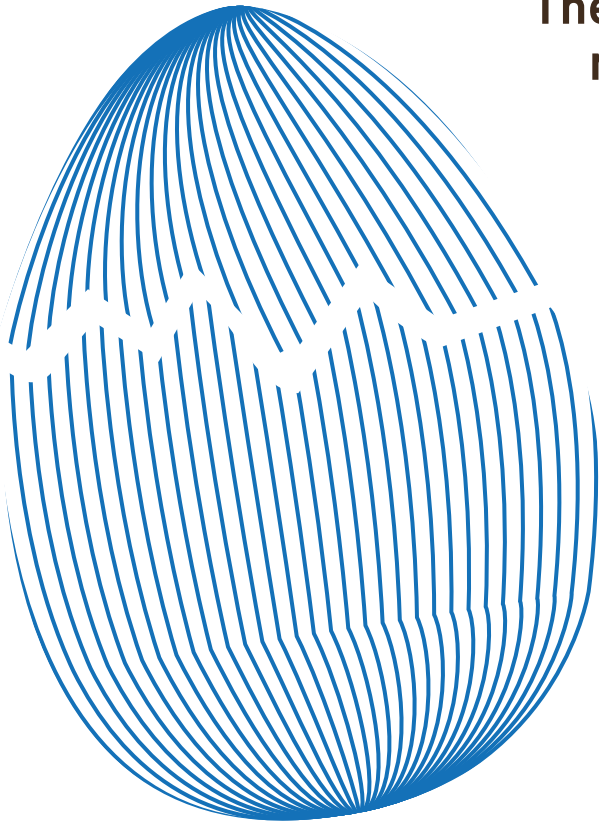
JUDGING

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

Regional judging panels firstly selected top entries in their regions, which were then submitted to the national judging panels, which were made up as follows:

Tony de Beer (Packaging Consultant)
Kim Hayes (Nandos Global Marketing)
Clive Glover (Packaging Journalist)
Kishan Singh (GI Business Solutions)
Bill Marshall (Syndicate Graphics)

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



WINNERS

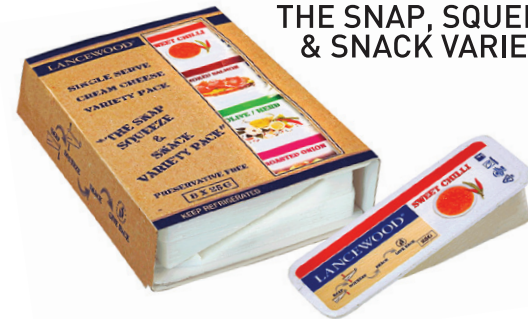


Lauren Smith
IPSA Western Cape
SIMILAC ONTHEGO



Piere Siebert
IPSA Western Cape

THE SNAP, SQUEEZE
& SNACK VARIETY PACK



Desmond Purchase
IPSA Western Cape

NABB E-FLUTE
CORRUGATED FOLDING BOX



PROJECT BRIEF

single serve

You are challenged to select a product that is NOT sold in single serve, single use or single dose portions and to specify the packaging for that product as a single serve, single use or single dose option. Alternatively you may propose a new format for the packaging of a product that is already sold in a single serve, single use or single dose format.

Whatever product you choose should be for retail distribution – not over the counter serving such as fresh food in a coffee or ice cream shop (i.e. not handed over the counter without a "true packaging" format).

"Single Serve" is to be defined as a portion for one person or for one single use or application.

The idea is that you are required to consider all aspects of the supply chain in your proposal, which would require you to specify the primary, secondary and distribution unit packaging for your proposal.

Consider potential food or product wastage.



BEST in project

Lauren Smith
IPSA Western Cape

SIMILAC ONTHEGO



Runner-up in project

Piere Siebert
IPSA Western Cape

THE SNAP, SQUEEZE
& SNACK VARIETY PACK



STUDENT
gold pack 2017

FINALIST

Jocelyn Munsami
IPSA Northern Region

NUTRI-BIX



FINALIST

Nicola Botes
IPSA Northern Region

NIVEA SUN



FINALIST

Terisha Moodley
IPSA Northern Region

NAN



FINALIST

Tracey-Anne Williams
IPSA Western Cape

NIDO "TO GO"



STUDENT
gold pack 2017

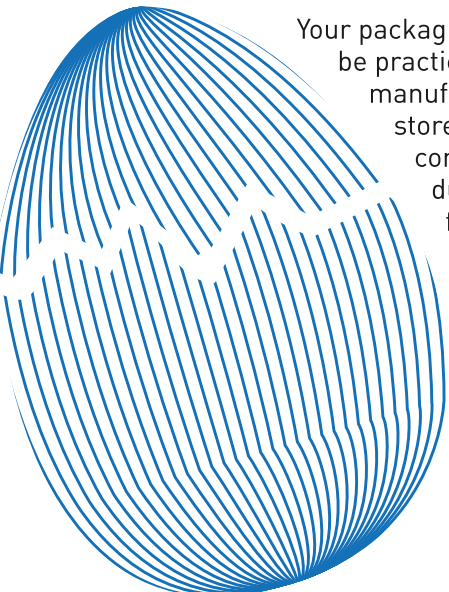
PROJECT BRIEF 2

IN-FLIGHT meal

You are challenged to create the packaging for an in-flight meal, which would be served to and consumed by passengers in the air. Your packaging should be cost effective as well as providing convenience to the airline and the passenger. Consider potential food wastage and serving portions.

This meal pack can be created for a breakfast, lunch or dinner, to be served during the flight. It must include more than just one food element – eg. salad + main meal + dessert (it could be just two of these).

Your packaging should be practical to manufacture, store, handle, consume from during the flight and discard.



BEST in PROJECT



+ Judges' special mention:
best presented written submission

PACKAGING & Print Media
The industry voice of Africa



Marle Basson
IPSA Western Cape

EAT UP - AIR MAURITIUS

Runner-up in PROJECT

Gareth Kitchen
IPSA Northern Region

SKY KITCHEN



STUDENT

gold pack 2017

FINALIST



Robert Du Preez
IPSA Northern Region

MY PET PROJECT

FINALIST

Bandla Sodo
IPSA Northern Region

FLIGHT DELI



STUDENT

gold pack 2017

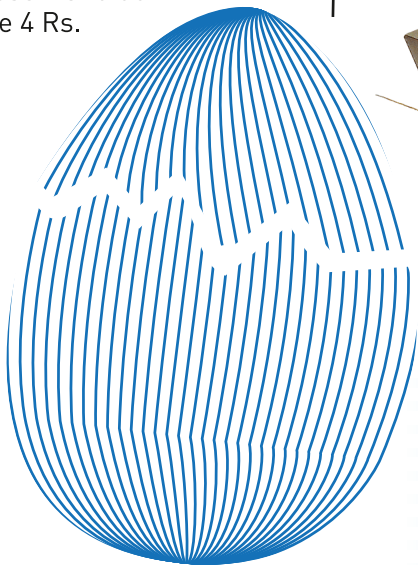
PROJECT BRIEF 3

NOT ANOTHER BROWN BOX

The challenge is to determine and specify appealing packaging for a product that would be bought online by an internet shopper.

How would the product that is ordered be packed ready for shipping via courier to be delivered to the purchaser?

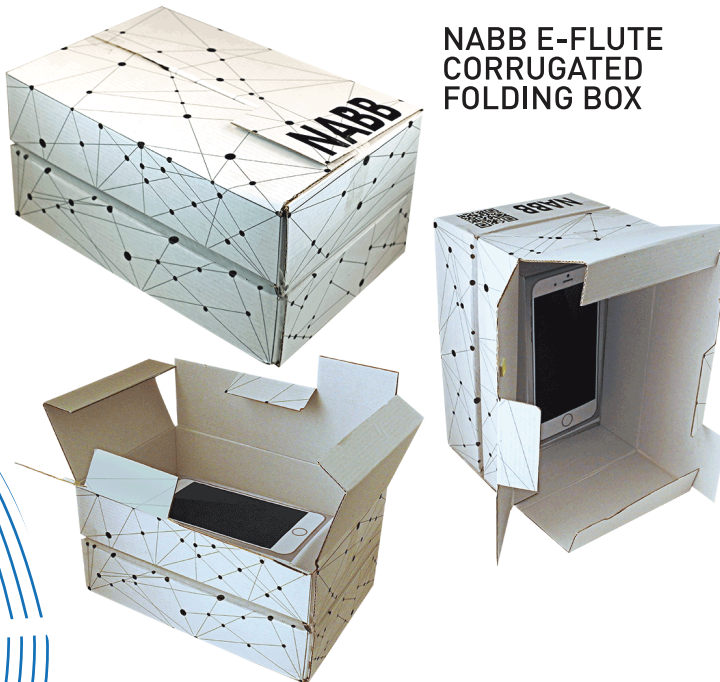
The packaging needs to be efficient, cost effective and fit for purpose – and don't forget the 4 Rs.



BEST in PROJECT

Desmond Purchase
IPSA Western Cape

NABB E-FLUTE
CORRUGATED
FOLDING BOX



Runner-up in PROJECT

Simoné de Broize
IPSA KwaZulu-Natal

#PERFECT3



STUDENT
gold pack 2017

FINALIST

Jayline Botman
IPSA Northern Region

READERY ON-LINE BOOKSHOP



STUDENT
gold pack 2017

STUDENT

gold pack 2017



2018 Student Gold Pack will be launched in March 2018.

For more information, contact:

Bill Marshall

IPSA Student Gold Pack Competition Organiser

studentgoldpack@ipsa.org.za

011 804 1614

www.studentgoldpack.org.za



STUDENT *Gold Pack* 2018

AWARD WINNERS

GRAPHIC DESIGN



SPONSORS



STUDENT
Gold Pack
2018

JUDGING



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Janine Basson (PETCO)
Yolandi Burger (Vega Pretoria)
Madelaine Fourie (Sappi)
Clive Glover (Packaging Journalist)
Bill Marshall (Syndicate Graphics)

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STUDENT
Gold Pack
2018

WINNERS

Gold
Trophy

Jason Chan
Nelson Mandela University

LITTLE
BAKERS



Silver
Award

Shanice Ellis
University of
Johannesburg

PILLSBURY:
MY 1ST CUPCAKE KIT



Bronze
Award

Ronel Irvine
University of
Johannesburg

GAIA WATER



STUDENT
Gold Pack
2018

sappi

Inspired by life

PROJECT BRIEF 1

BOTTLED WATER

Your brief is to design the packaging for a new brand of bottled water. You are required to propose and design the brand logo and identity. There are many existing choices when it comes to bottled water and you are asked to create a new brand that will differentiate, stand out and be competitively appealing.



STUDENT
Gold Pack
2018

Best in Project



Ronel Irvine
University of Johannesburg
GAIA WATER

Runner-up in Project



Christin Hart
Vega Cape Town
NAKED WATER

sappi
Inspired by life



Finalist

Tawanda Mutimukulu
Pearson Institute of
Higher Education, Midrand

AMANZI WATER

*+ Judges'
Special
Mention:
PROUDLY
SOUTH AFRICAN*



Finalist

Quintin Mallac
Greenside Design Center

ÉLAN WATER



*+ Judges'
Special
Mention:
BEST IN GLASS*

Consol.

It's good. It's in glass.

STUDENT
Gold Pack
2018

sappi

Inspired by life

Finalist

Azeezah Nakhooda
University of Johannesburg
TEARS OF THE GODS



Finalist

Samantha Sheldon
University of Johannesburg

NINEVE
SPARKLING WATER

Finalist

Taskeen Osman
Stellenbosch Academy
of Design & Photography
BLOOM BOTTLED WATER



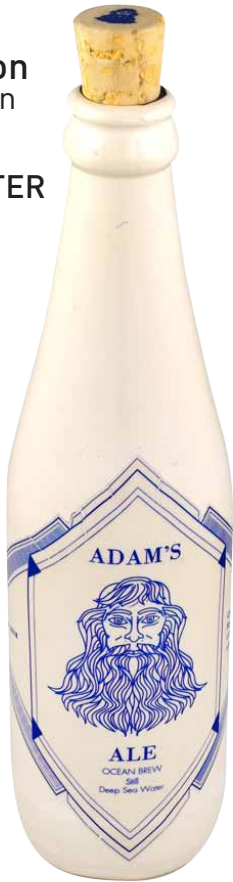
STUDENT
Gold Pack
2018

sappi
Inspired by life

Finalist

Alecea Basson
Vega Cape Town

ADAM'S ALE
DEEP SEA WATER



Finalist



Janke Klut
University of
Johannesburg

WATER OUR
WORLD

Finalist

Sanele Nyilenda
Pearson Institute of Higher
Education, Midrand

FRESHER FRESH STILL WATER



STUDENT
Gold Pack
2018

sappi
Inspired by life

PROJECT BRIEF 2

MY 1ST CUPCAKE

Your brief is to design the packaging for a baking kit targeted to young children to introduce them to the joys of baking. Your 'starter' kit should contain all the food ingredients required to make cupcakes as well as clear instructions for the child to follow (with adult supervision). You may use an existing brand or create a new one for your baking products.

Best in Project

Jason Chan
Nelson Mandela University

LITTLE BAKERS



Runner-up in Project

Shanice Ellis
University of Johannesburg

PILLSBURY: MY 1ST CUPCAKE KIT

STUDENT
Gold Pack
2018

sappi
Inspired by life

Finalist

Jorden de Witt
Durban University
of Technology

GOLDEN CLOUD
HONEY CUPCAKE KIT



+ Judges' Special Mention:
COMMERCIAL VIABILITY



Finalist

Bridget Lane
Greenside Design Center

LITTLE BAKERS



+ Judges' Special Mention:
WELL-PRESENTED
MOCK-UP



STUDENT
Gold Pack
2018

sappi
Inspired by life

Finalist



Carmen Schoonraad
Nelson Mandela University

CUPCAKE MONSTER

Finalist

Kgomotso Tladi
Pearson Institute
of Higher Education,
Midrand

FLUFFOS



Finalist

Savannah Meyer
Greenside Design Center

MUNCHKINS AND MONSTERS



STUDENT
Gold Pack
2018

sappi
Inspired by life

Finalist

Tammy-Amber Smook
Pearson Institute of
Higher Education,
Midrand

LITTLE COOK'S
FIRST CUPCAKE



Finalist

Jasmine-Nadine Ramdin
University of Johannesburg

KIDKER

Finalist



Megan Naudé
Vega Johannesburg

LITTLE STARS CUPCAKE KIT

STUDENT
Gold Pack
2018

sappi
Inspired by life

Finalist



Banyana Oliphant
Pearson Institute of
Higher Education, Midrand

NIA'S FIRST



Finalists

Zanri Marais
& Karla Strydom
Vega Johannesburg

PIKKEWYNTJIES SE
EERSTE KOLWYNTJIES

Finalist

Tshidiso Tshabalala
Pearson Institute of
Higher Education, Midrand

SHAKER (SHAKE IT)



STUDENT
Gold Pack
2018

sappi

Inspired by life

PROJECT BRIEF 3

HAIR GROOMING KIT

The brief is to create a combination pack of hair grooming aids such as shampoo and conditioners, combs, brushes and any other items that may be suitable. This pack could be created as a travel pack, a starter pack or a gift pack – or all three perhaps. Select your target market and ensure the contents and the packaging are suitable.

Best in Project

Brian Nonjiji
University of Johannesburg

THE TRAVELLING BARBER



Runner-up in Project

Xabisa Xolo
Durban University of Technology

REAL MEN GROOMING EXPERIENCE -
JOBURG BEARD COMPANY



STUDENT
Gold Pack
2018

sappi

Inspired by life

Finalist

Kyla Gibbs
Vega Johannesburg

DON DAPPER: MEN'S TRAVEL
HAIR + BEARD GROOMING KIT



Finalist

Kevin Mthethwa
Durban University of Technology

BEARD BOYS, BEARD GROOMING KIT

STUDENT
Gold Pack
2018

sappi
Inspired by life

Finalist

Daryl Surtees
Stellenbosch Academy of Design & Photography

LICE HAIR GROOMING KIT



Finalist

Sean Fulton
University of Johannesburg

PRIDE BEARD GROOMING KIT



STUDENT
Gold Pack
2018

sappi
Inspired by life

STUDENT *Gold Pack* 2018

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