

STUDENT GOLD PACK '13

Sgp



THE INSTITUTE
OF
PACKAGING
— SOUTH AFRICA —

AWARDS WINNERS

GRAPHIC
DESIGN



THE INSTITUTE
OF
PACKAGING
SOUTH AFRICA



**PROPAK
AFRICA**

PACKAGING • PROCESSING • PRINTING • PLASTICS

sappi



Nampak
packaging excellence



mpact.
corrugated

Consol.
It's good. It's in glass.

PACKAGING
& Print Media

BMI
RESEARCH
insights
to
grow

ASTRAPAK

AFRIPACK
A PROGRESSIVE PACKAGING COMPANY



POLYOAK
PACKAGING

ESKO

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 entries, which were submitted for national judging.

The national judging panel was:

GRAPHIC DESIGN

MADELAINE FOURIE

MELANIE CAMERON

CLIVE GLOVER

TYRONE VOLLER

BILL MARSHALL

VANESSA VON HOLDT



Specialised Exhibitions, organisers of the PROPAK Exhibitions, are the founding sponsors of this competition. SAPPI added their support and are now primary sponsors of the Design Category. Additional sponsorship and support is received from players throughout the packaging industry. Without this sponsorship these awards and the opportunities given to students who enter the competition - and who are exposed to the exciting world of packaging through doing so - would not exist. We hereby acknowledge and thank each of the sponsors listed on the previous page for their contribution towards the 2013 competition.

The Student Gold Pack Awards are organised under the auspices of The Institute of Packaging South Africa, by **Vanessa von Holdt**.

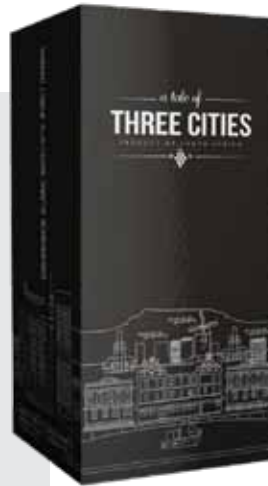
WINNERS

sappi

GOLD
TROPHY

TANYA SHUNMUGAM
Durban University of Technology

A TALE OF THREE CITIES
Wine Collection



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sappi

BRONZE
AWARD

KIMM FORD
Greenside Design Center

AWAKEN
Wine Collection



sappi

SILVER
AWARD

CARLI HERBST
North West University
- Potchefstroom Campus
EAZY LOAF
Bread Range



THE BRIEF

Create a graphic solution for a **NEW RANGE** of fresh bread packaging, in the popular flexible bread bag. Your graphics should position the benefits of your bread, engaging and enticing consumers to purchase your brand as opposed to others. You should create a common image across a range of bread types

– i.e. white, brown, wholewheat, rye, low gi, etc.

Best in Project 1

CARLI HERBST

North West University
- Potchefstroom Campus

EAZY LOAF

Bread Range



JUDGES COMMENTS

An innovative solution delivering a 'half-loaf' to specifically suit the needs of the target market. The graphic communication on pack suits each bread type and the benefits it offers. The judges found this pack to be not only aesthetically appealing, but engaging and clearly demonstrates how good graphics on a simple packaging format can bring a pack to life on shelf.

Runner Up in Project 1

ANJA KOCKS

North West University - Potchefstroom Campus

TOBEEZ

Sandwich-Ready
Packed Bread



JUDGES COMMENTS

An innovative packaging concept which contains triangular shaped 'sandwich ready' slices of bread, wrapped in a wax wrap that can be re-used to pack made up sandwiches. The pack is unique and creates an interest on shelf. The graphics have been well applied on all elements of the primary packaging and at point of sale.



Finalist

NOMONDE MBHELE
Durban University
of Technology

PACKAGING
& Print Media
Judges Special Mention
Well researched and executed write up

DELI BAKERY
Easy Lunch Pack Bread



Finalist

KIM CLIFT
Greenside Design Center

NOT BREAD
Bread with a Lunch Box



Finalist

JANNEKE HATTINGH
North West University
- Potchefstroom Campus

GOOD GRAIN
Traditional Bakery Sourdough Bread
Innovative use of a cinnamon wax
wrap to prolong freshness



Finalist

BELINDA BANTJES
North West University - Potchefstroom Campus

ACTIVE BREAD
Lifestyle Bread



THE BRIEF

Design a pack to launch a **NEW BRAND** of chewing gum, you must develop your own brand to compete with existing brands currently on the market. You will need to consider the benefits of your gum and create a packaging solution that strongly communicates your brand positioning against the existing competitors. Beyond strong visual communication on your pack, your proposal should demonstrate some insight into the following packaging concepts – Ease of opening and closing, re-sealability of the pack, merchandising and in-store display, ease of consumer use and ease of pack disposal.

Best in Project 2 (Tie)

RHETT MULLINS

Nelson Mandela Metropolitan University

GUM

Chewing Gum



JUDGES COMMENTS

The graphics are clean and crisp, communicating the attributes of the gum. The structural design of the pack which incorporates a slide mechanism for easy dispensing of gum sticks, is not only functional, but engaging and well suited to the masculine target market.

Best in Project 2 (Tie)

LIEZE COETZEE

AAA School of Advertising

SPLICE

Sugarfree Gum - mix 2 or more flavours



JUDGES COMMENTS

Hexagon shaped box which will fit conveniently into any pocket, with a blister pack which dispenses individual pieces of gum. A combination of flavoured gum tablets in each blister pack allows the consumer to mix and match flavour to their preference. The judges found this pack most intriguing and liked the point of sale dispensing solution.

Finalist

NAVTEJ DHADIALLA

AAA School of Advertising

CREATIVE JUICES

Chewing Gum



Finalist

ALEXANDRA RADZIEJOWSKA
AAA School of Advertising

BUDS
Smokers Chewing Gum



Finalist

GRANT WEBSTER
Greenside Design Center

IMAGINATE
Chewing Gum



Finalist

MARI LOUW
Vaal University of Technology

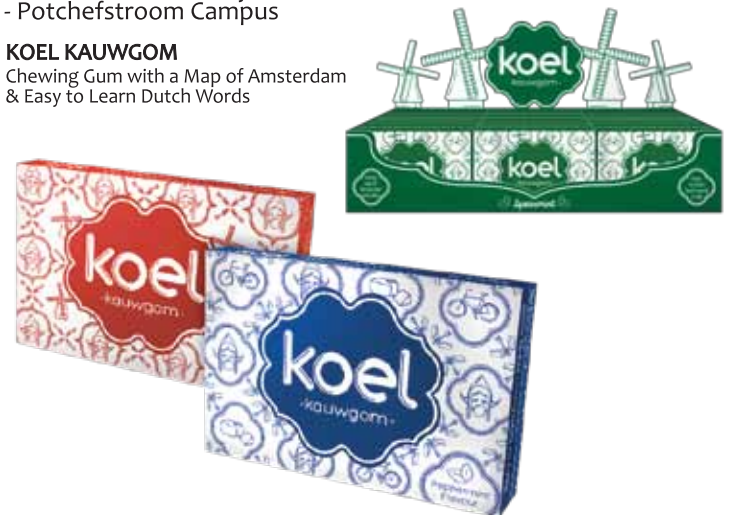
LOLA
Sugarfree Gum



Finalist

JANUS BADENHORST
North West University
- Potchefstroom Campus

KOEL KAUWGOM
Chewing Gum with a Map of Amsterdam
& Easy to Learn Dutch Words



THE BRIEF

Design the packaging for a new South African wine to be launched and sold both locally and internationally. You will determine the name, branding and market positioning for this new wine. It is expected that you select the correct and appropriate bottle, labelling and closure for your wine pack. Your packaging design should enhance the marketing potential of this new product and show insight into factors such as – in store display, promotion, advertising, creating a memorable concept, etc.

Best in Project 3

TANYA SHUNMUGAM
Durban University
of Technology

A TALE OF THREE CITIES
Wine Collection

JUDGES COMMENTS

An engaging pack which tells a story of three of South Africa's largest cities to export wine consumers.

The beautifully decorated bottles are simple yet engaging and carry memorable illustrations of each city's major highlights. The gift pack works extremely well to complete the total packaging story of this concept and would stand out in any duty free outlet. This project was well executed in all areas and was a proud interpretation of the project brief.



Runner Up in Project 3

KIMM FORD
Greenside Design Center

AWAKEN
Wine Collection



Judges Special Mention
Excellent presented supporting document

JUDGES COMMENTS

Excellent use of graphic design creates a clearly refreshing and differentiated look for the wine category. All aspects of this project were well executed and the essence of simplicity was carried across all the elements extremely well.



Finalist

LARA UPTON

Durban University of Technology

VEILED VINES

Organic Wine



Finalist

STORM LANGLEY
CTI Durban North

EARTH, STORM, BLAZE
Wine Collection

• 3 x 750 ml bottles packed
in a basket



Consol.
Judges Special Mention
Excellent execution and effort taken in
preparing the mock-up and all
supporting documentation



Finalist

MARLIZE SMITH
North West University
- Potchefstroom Campus

LA'ZODIACO WINE
Wine Collection



AFRIPACK
A PROGRESSIVE PACKAGING COMPANY

Judges Special Mention

Engaging pack which creates a holistic
experience for the consumer



2014 Student Gold Pack will be launched in March 2014

For more information contact:

Vanessa von Holdt

IPSA Student Gold Pack Competition Organiser

studentgoldpack@ipsa.org.za

082 807 6778

www.studentgoldpack.co.za

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