

Innovative designs impress at Student Gold Pack Awards

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Packaging is an important strategic market segment for leading pulp and paper manufacturer Sappi. To support growth and innovation in this segment, Sappi signed up as primary sponsor of the graphic design category in the Student Gold Pack Awards.



Sappi Gold Trophy Winner
in the Graphic Design Category is
Sasha Subramoney,
of Durban University of Technology,
for her innovative funnel shaped
Iyasana 500ml Motor Oil Pack.
Here she receives her award from
Craig Zorab of Sappi.

This annual competition is organised under the auspices of The Institute of Packaging South Africa to expose design students to the exciting opportunities in this market. "We are proud to be a sponsor, not only to support the industry and give exposure to Sappi's paper and packaging products, but also because we firmly believe in the development of young talent, in all areas of business," said Craig Zorab, Sappi Business Manager: Containerboard.

At the recent 2014 Student Gold Pack Awards, held at the Two Oceans Aquarium in Cape Town, the graphic design category highlighted the promising future of packaging design in South Africa. The students impressed the judges with their conceptualisation and implementation of one of three project briefs. The first to develop packaging for a basic cheese, in slab form, destined for the dairy sections of major supermarkets; the second to create packaging for 500ml of motor oil to be sold at petrol stations; and finally develop the brand, product concept and packaging for a new sports drink.

Innovation and functionality win over the judges

The winning entries this year delivered proof that effective packaging solutions were those that successfully combined innovation with functionality.

Sasha Subramoney from the Durban University of Technology won the overall Sappi Gold Trophy for her nifty design of a 500ml motor oil pack targeted at the SA taxi market. The panel of judges representing key role players in the industry was particularly impressed with the funnel shape of her container - a great way to ensure ease of use and brand differentiation. They also agreed that Sasha's packaging solution was easy to implement, and the product's striking yellow and black colours would enhance point of sale display.

The Sappi Silver Award winner, Brittany Cunningham-Scott from the University of Johannesburg, impressed with her uniquely shaped cheddar tray using a minimalistic, yet trendy design. The judges considered bronze award winner Bradley Cuzen's (Durban University of Technology) motor oil pack as "engaging and intriguing", creating a differentiated brand experience for consumers.

Nineteen finalist projects from the competition's Graphic Design and Food Science categories have been entered into the WorldStar Student Awards - an international competition organised by the World Packaging Organisation (WPO). Entries have been received from 24 countries. Judging will take place early in December 2014.the left and right hand sides), but not indented.

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Sappi



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