Category: For everyday

In this year's edition of the competition we offer two competition tasks:

2. Designing graphics for the cup for ZOTT Cremore MILK DRINK in two flavours: chocolate and strawberry. The graphics should be deployed on the two elements of the product packaging: the lid and the cup. Brief design and technological grids of the lid and the cup can be found in appendices (Zott_brief_2017_UK.pdf, Zott_CADproject1_2017.pdf, Zott_CADproject2_2017.pdf, Zott_CREMORE.zip)..

2. Re-launch of the label design and the logo of the brand YPLON from McBride. The task applies to products: dishwashing liquid, dishwasher tablets, toilet bowl cleaner, washing liquid, cleaning milk, APC (All Purpose Cleaner) solution. Designs should be made on the attached technological grids of existing labels. It is accepted to develop a new design of the bottle with space for a label and a design of a new label with a new logo for this bottle. Brief design is attached in the appendices (McBide_brief_2017_UK.pdf).

3. Development of the new PACLAN product concept of Cedo, or significant improvement or modification of the existing one. The new product should match the current portfolio and be within the category of single-use household products. The current product portfolio can be seen at www.paclan.eu. The design brief is attached (Paclan_brief_2017_UK.pdf).

Category: For a special occasion

The subject of the competition in this category is to design **WINE PACKAGING for Chespa.**

The competition task is to design the packaging structure made of solid or corrugated cardboard for one or a number of bottles of white or red wine. The design may include only the structure or the structure with graphics. It can also take into account different forms of decoration: stamping, gilding, perforations. The design should contain features of premium class design. "Shelf design" features are not necessary. The design brief is attached (Chespa_brief_2017_UK.pdf).

The finished design should be submitted in the form of a model or prototype and presentation board. Participants may receive support in Chespa company in the form of access to software plotters, printers, consumables, media ....

Organiser:

Partners:

Media sponsorship: