

SANDBACH SCHOOL'S "PARTY IN A BOX" WINS PACKAGING COMPETITION

A unique design with original artwork and ideas has won Sandbach School in Cheshire this year's Confederation of Paper Industries' (CPI) PaperWorks Design and Technology competition for Cardboard Packaging.

The winning entry, Party in a Box, was designed by 14 year old Sandbach School student Max Rayner and was based on the "Bass Tech" brief. It has earned its Design and Technology department a prize of £500 along with £100 in high street vouchers for Max.

Paul Bowyer, Curriculum Leader of Design and Technology at Sandbach School said: "It's fantastic recognition for the hard work that Max has put in this year, to be recognised on a national level. We're immensely proud of the fact that he has won the national PaperWorks Packaging Competition and this achievement not only shows the standard of work that Max and other pupils are producing in the Design and Technology Department but will also act as a catalyst for others who aspire to produce work of the very best standard."

PaperWorks' panel of judges, drawn from the CPI and a number of packaging designers and specialists, decided that the entry was a completely unique design, providing a wow factor for the recipient through good use of graphics and marketing nous which, with a bit of tweaking, would work on a commercial scale.

Andy Barnetson, CPI Director of Packaging Affairs, said: "Corrugated cardboard packaging brings a virtually unlimited versatility and flexibility in design for the modern supply chain and it is very encouraging to see a new generation of students engaging with our competition, bringing their novel ideas to our design briefs."

Runners up prizes have been awarded to Kingsbridge Community College, Devon which entered the Taste of Eastern Promise design brief and Cleveland School, North Somerset which used the Smile Surprise design brief. Each school will receive a cheque for £250 to use towards equipment for their Design and Technology departments, with the students involved each receiving £50 of High Street vouchers.

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For further information contact Emma Punchard, Director of Communications on 01793 889609 or email epunchard@paper.org.uk.

NOTES TO EDITORS

- Summary of Bass Tech design brief: You are the new packaging designer for Bass Tech Ltd – a company that manufactures wireless headphones in a variety of colours. The headphones are ordered online and posted to the customers. Unfortunately, the company has received a number of complaints that the headphones are damaged when they are received. So, as packaging designer, it is your job to produce some new packaging, which will provide better protection. Bass Tech Ltd would also like a brand new logo design as the company feels it will give them a fresh look and encourage new business.
- Further information on PaperWorks can be found at: www.paperworks.school.



Paul Bowyer with student Max Rayner

- The Confederation of Paper Industries (CPI) is the leading trade association representing the UK's Paper-based Industries, comprising paper and board manufacturers and converters, corrugated packaging producers, makers of soft tissue papers, and collectors of paper for recycling.
- CPI represents an industry with an aggregate annual turnover of £6.5 billion, 25,000 direct and more than 100,000 indirect employees.
- For facts on the UK's Paper-based Industries please visit: www.paper.org.uk.