



Presents the 2011

Join us for the 2nd annual "48 Hour Re-Pack" Student Packaging Design Competition of the IoPP Southeastern Chapter

Over-packaged? Hard to open? Impossible to use? Who are the people that design these packages? **Well, now the packaging designer is you!**

The 2011 "48 Hour Re-Pack" Student Packaging Design Competition encourages creative problem-solving and "smart design" for packaging of everyday products. Design improvements can be applied to any package or a completely new concept in one of four categories. These categories will be unveiled by e-mail at 7 pm on Friday, February 25, 2011. All submissions must be received by 7 pm on Sunday, February 27, 2011.

Size of the prize? All students are encouraged to join us on May 19th for the IoPP NEXTPACK Summit in Atlanta, where we will announce the three winners. In addition to the recognition, winners will receive the following prizes:

\$2,000 for 1st place

\$1000 for 2nd place

\$500 for 3rd place

Why should you participate? First of all we hope that you will have a super creative weekend and a lot of fun. If you decide to team up with others you might even have more fun. But seriously, your work will be seen and judged by top packaging and design professionals.

The Top 10 entrants will receive personal feedback from each of the three judges. The 3 winners get the chance to present their work to the Summit audience. Complementary admission to the 2011 IoPP Spring Summit gives participating students a great educational program and a platform to mingle and meet industry peers. Travel assistance will be provided to each of the three finalists.

It is your chance for getting some real insight in the packaging industry.

For registration, visit our website www.48hrRePack.com

Who is eligible? This contest is open to all students enrolled in a design or packaging-related program in a recognized College or University. Teams made up of eligible students are also encouraged. Agents and employees of the sponsoring companies are excluded from entering. Entrants must be 18 years or older.

Who are the judges? The 2011 judges will be Peter Clarke, CEO & Founder of Prooduct Ventures, Vince Voron, AVP, Strategic Design Integrated Marketing Content of The Coca-Cola Company and Joan L. Pierce, VP, Packaging Sustainability of the Colgate-Palmolive Company.

How will you be judged?

- **Promotes responsible use of materials.** Your package should use renewable or recycled materials, be recyclable, and promote recycling.
- **Improved functionality.** Good packages are easy to use. Does your package promote consumer convenience - i.e. easy transporting, handling, opening, dispensing, resealing, preparing or reuse?
- **Creativity and originality.** How did you approach the problem in a new and revolutionary way? How does your product stand out on the shelf?
- **Practicality.** Designed for Business – hits the sweet spot between what a consumer will desire & can afford, and what a manufacturer can produce for a profit.
- **Emotional Connection.** Besides its functional value, does your package create the emotional connection with the consumer, can it create a “got to have it” feel at the point of purchase?
- **Presentation.** Presentation of the idea is often ignored until last but is often the key to a winning idea. Entrants will be allowed to submit supporting documentation (in .pdf) and a video (via YouTube or via ftp server) to convey their ideas. (Package images are required.)

Who are the sponsors? Our current Sponsors include:



For all sponsors please visit our website www.48hrRePack.com, where we constantly update the information.

Meet the Sponsors



The Institute of Packaging Professionals is dedicated to creating networking and educational opportunities that help packaging professionals succeed. IoPP is dedicated to the proposition that packaging is a positive, environmentally responsible and economically efficient force, operating in a modern economic society for the benefit and improved well-being of its people. Becoming a member of IoPP is an investment in the success of your career and in the growth of the packaging community as a whole. IoPP is committed to providing members with the right opportunities through networking events and educational programs.

www.ioPP.org



The International Beverage Packaging Association (IBPA) is dedicated to enhancing the skills, expertise and image of current and future professionals in the beverage packaging industry. In 1988, the national association established a scholarship fund that has distributed over \$120,000 in scholarships to college students seeking beverage-packaging careers. In addition to this scholarship fund, local chapters have also awarded local scholarships to students seeking beverage-packaging careers. IBPA is a non-profit organization voluntarily served by its members, for the membership, students and the industry as a whole.

www.ibpa.org



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unitOne is an Atlanta-based design and multimedia firm. Our product and package designs are used around the globe by companies like The Coca-Cola Company, Kids II, ARYA LAYA Cosmetics and others. Our capabilities include materials used for market and consumer testing, including mockups, concept boards, store environments and video/multimedia applications. We offer turnkey solutions for both, ambitious long-term objectives, as well as smaller, focused and more immediate outcomes. The unitOne team takes the time to get to know you and what is important to your business.

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Packaging Specialists

PlusPoint Group uses an in depth and "hands on" consultative approach to assist our customers in making decisions about their packaging needs, whether the challenge is a new item going to market or performing a facelift of an existing item. Our experience has been that manufacturers know their PRODUCTS, but many times aren't always as confident about the most effective and protective way to PACKAGE them. Contact us and let someone from PlusPoint Group assist you. It's our business... and we love the challenge!

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