

Recreate Packaging 2018

Monster Fruits and all the new award-winning designs on display.

New reclosable
coffee packaging
for small and single households.





The winners of the student category, **Marcus Ziebold** and **Tino Buschhorn** (in the middle) with jury members **Annica Bresky** and **Stefan Casey**.

Dear Reader,

Stora Enso's design competition Recreate Packaging 2018 was a parade of new renewable packaging solutions, as you can see on the following pages. Besides providing plenty of new packaging ideas, it was also a fantastic experience for all of us who got to celebrate the winners in Madrid in May.

While hoping to see some of the winning designs commercialized in the near future, we are already planning for Recreate Packaging 2020. Where do you see the greatest potential and need for renewable packaging solutions? What more can packaging do to promote sustainable lifestyles and offer great consumer experiences? Send your comments to support@recreatepackaging.com.

Sanna Heiskanen, editor



The winner of the professional category, **Arthur Schmidt**.

Appealing packaging to encourage healthy eating

Stora Enso's design competition Recreate Packaging 2018 was an overwhelming success, with 258 entries. The competition challenged designers to rethink children's food packaging to make the whole product experience more fun, enjoyable and appealing, and to encourage healthy eating.

The competition theme was "Taste is visual", referring to the link between taste and vision being so strong that appealing packaging can alter not only the general impression, but also the perceived taste of a food product. Appealing packaging can therefore encourage children to eat more of food products that are high quality and healthy and which contain natural ingredients.

The designers were at liberty to choose the kind of food product to pack and whether to create primary or secondary packaging.

They were given a selection of renewable materials by Stora Enso, including Natura™ liquid packaging board, Tambrite™ carton board, Trayforma™ food service board and LumiFlex™ packaging paper.

The best entries combined dynamic functionality with playful design and attractive shapes and graphics. In the professional category, the three winning entries were completely different in shape, functionality and usability – but they all were based on a simple idea, which is often the key to success in creating a great design. At the same time, they pushed the boundaries of the ordinary and demonstrated thoughtful interpretations of the brief, making the most out of the paperboard. The user experience was the obvious focal point of the designs, with a lot of playful appeal.

The student category was so strong this year that the jury decided to grant three honorary mentions to students. Public Choice Award voting on the competition website resulted in nearly 15 000 people voting, and the winner was the "Smart Snack" tube by **Klaudia Rajca** and **Martyna Matuszkiewicz**, students at Poznań University of Economics and Business in Poland. The winner of the Kids' Choice Award was chosen by the end consumers themselves – a group of children – and the happy winner was **Natalia Dębicka** from Poland with her "Waky-Up Muesli".

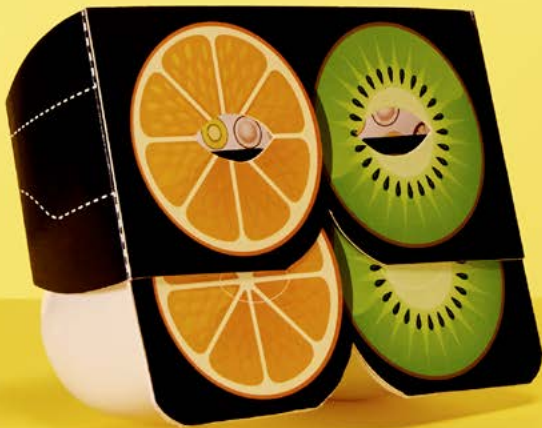
The awards were granted at a spectacular event held in Madrid on 17th May.

Professional category 1st

Fruit Glasses

Viktoria Schmidt and **Arthur Schmidt**, Germany

The designers' idea was to create yoghurt packaging that children could use to play with. Arthur Schmidt also won in Recreate Packaging 2014.





“Snack+Break” by **Denise Aimar, Valentina Rizzo, Antonella Zeverino and Chiara Borghi**, Italy. The design is interactive and turns into a game without tools.



“Bacaly Snake” by **Karolina Lademann and Tomasz Żakowski**, Poland. “We wanted to design a package that teaches a child how to recognize healthy snacks with words, pictures and colours”.

Recreate Packaging 2018 Awards and jurors’ comments

Professional category 1st

Fruit Glasses

Viktoriia Schmidt and Arthur Schmidt, Germany

“The jury’s decision was unanimous: this is a clear winner and scored perfectly in almost every item in the jury criteria. This is a well-executed, simple design that supports scalability and adaptability, while also receiving maximum points for production readiness. The design gives credence to the notion that the greatest ideas are often the simplest, which has been a common thread throughout the winning entries. Furthermore, it delivered resolutely when addressing the competition brief – it’s fun, engaging and promotes healthy eating.”

Professional category 2nd

Snack+Break

Denise Aimar, Valentina Rizzo, Antonella Zeverino and Chiara Borghi, Italy.

“User experience and enjoyment for the end consumer was a driving factor and strength for this product. Children will be drawn to the concept of sharing and playing, essentially encouraging others to eat healthy food in doing so. It has a simple execution which also makes it easily customisable. The shape of the package is playful and functional, while the package size is also ideal for children’s snack food.”

Professional category 3rd

Bacaly Snake

Karolina Lademann and Tomasz Żakowski, Poland.

“Sophisticated and innovative. The multifaceted design is playful in an elegant manner. The ribbon spine of the snake gives it a premium quality while the individual compartments offer a unique packaging solution. The snake coils up and folds out smoothly which adds to the premium feeling, and also turns it into a clever gifting concept. It’s playful, appealing and charming.”



“Waky-Up Muesli” by **Natalia Dębicka**, Academy of Fine Arts in Gdańsk, Poland. The packaging was designed for balanced organic food and the natural colour of the cardboard is still visible.



“Animeals” by **Oskar Hilario** and **Simon Essnert**, Nackademin, Sweden. Packaging merged with today’s interactive society, while using only friendly and degradable materials.

On the cover:

Student category 1st

MonsterFruits

Marcus Ziebold and **Tino Buschhorn**, Stuttgart Media University, Germany.

“This is a clear winner, and for obvious reasons when assessed using the jury criteria. The fun and playful design not only grabs children’s attention but also encourages interaction and play. Furthermore, it’s a simple execution that represents intuitive design, which is crucial for kids to understand the function of the package. The box shape supports cost-effective production without missing any marks for originality or uniqueness. On top of it all, the design perfectly meets the competition brief – encouraging kids to eat healthy food in an engaging and fun way. To sum up, it is production ready and has great market potential.”

Student category 2nd & Kids’ Choice Award

Waky-Up Muesli

Natalia Dębicka, Academy of Fine Arts in Gdańsk, Poland.

“It’s a perfect example of why sometimes less is more. The packaging is simple and stylish, but equally appealing to both children and adults alike, giving it high market potential. The selected material adds an extra layer of simplicity, while also giving the packaging an organic feel. This connects strongly with the competition brief and can definitely have an impact on the kids’ food packaging landscape. The concept is playfully presented through the box function and definitely offers possibilities for customisation and adaptation.”

Student category 3rd

Animeals

Oskar Hilario and **Simon Essnert**, Nackademin, Sweden.

“A fun and playful concept combining functionality and a captivating user experience. The push function is also very clever in this design and makes kids love to try it out again and again. The package is colourful, playful and has unique saleability without sacrificing points on scalability. The fluorescent glasses windowing effect is a cool touch that adds to the playful overall appearance of the design.”



The jury was impressed by the high quality of the award-winning designs. Jury members: **Ali Kaylan**, Head of Global Marketing, SIG Combibloc, **Antoine Leuenberger**, Regional Buyer, Danone, **Annica Bresky**, Head of Consumer Board Division, Stora Enso, **Stefan Casey**, Packaging Innovation Lead, Nestlé, **Renne Angelvuo**, President of EPDA (European Packaging Design Association) and **Sally Voltaire**, Chef, Author, Restaurant Owner at Sally Voltaire & Systrar.

Introducing the expert jury

The Recreate Packaging 2018 competition was judged by an expert jury that included representatives of some of the world's leading packaging and food companies, as well as renowned designers and entrepreneurs.

The competition entries were judged based on functionality and user experience, market potential, innovative use of material, suitability

for production as well as retail and logistics benefits. After a full-day jury session, intense discussions and careful inspection of the designs, the jury decided unanimously on the winners of the 1st, 2nd and 3rd prizes, as well as three honorary mentions.

The jury process was led by Chairman **Annica Bresky**, Head of the Consumer Board Division at Stora Enso. "Our jury was really impressed

by the high quality of the award-winning designs, which combined dynamic functionality with playful design and attractive shapes and graphics. In fact, all the shortlisted designs in the competition have strong potential to affect consumer purchasing and be enjoyed by children and adults alike," she said.

Honorary mentions

On this page:

Save the trip

Marie Falk, Brobygrafiska, Sweden.

Ploffie

Martin Wunner, Kim So Hyeon, Nguyet Nguyen, Stuttgart Media University, Germany.

Magic Animal Packaging

Sophia Scherer and Lisa Scherer, Stuttgart Media University, Germany.



Driving confectionery packaging innovation at Nestlé

Stefan Casey is Innovation Lead for Packaging at Nestlé's new product development centre for Confectionery, based in York, UK. He contributed to Recreate Packaging 2018 as a member of the expert jury. Here he shares his views on packaging development at Nestlé and how to accelerate innovation.

Nestlé has over 200 chocolate brands worldwide, many of them instantly recognisable either locally or globally, such as the well-known KitKat. Stefan says that he loves chocolate and learning something new about it every day in his work. "Packaging offers so many opportunities to win the hearts and minds of consumers. It is essentially free media and an underplayed opportunity within the industry that is only now being realised," he says.

Recent pressures related to concerns over waste and recyclability have put packaging in the spotlight. Nestlé has committed to ensuring that its packaging is recyclable or re-usable by 2025. Sustainability is a critical key focus for Nestlé. "New developments, renewable materials and new approaches are top priorities for the organisation, ones we are passionate about. We all want to make a difference and a better place for our children and their children. This opportunity – to make the world a better place – is bigger than any one organisation and starts with each and every one



of us doing our part," Stefan says.

"Co-operation and innovation are at the heart of Nestlé, so working closely with Stora Enso's R&D, among others, is allowing us to accelerate our process and address key challenges such as sustainability," he adds. Some of the Recreate Packaging 2018 designs are being further evaluated for industrial feasibility and commercialisation with Stefan at Nestlé.

"The competition has allowed independent professionals and students that would ordinarily never have this opportunity to have a voice. The entrants provided a fresh perspective, in many instances of incredible high quality. They are the future generations of designers that we need to support in an industry crying out for talent," Stefan sums up.

3D Demo Tool shows coating effects

Schmid Rhyner is a Swiss company specialising in coatings that create special effects on packaging and print products. To show designers how surfaces can be turned into experiences, Schmid Rhyner and Merck have jointly introduced a stunning Virtual Embossing 3D Demo Tool printed on Stora Enso's Ensocoat 2S board.



Publisher:

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Editor: Sanna Heiskanen,
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Subscriptions

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Material: Ensocoat 2S 220 g/m²

Layout: Vitosmedia Oy

Printer: Grano 9/2018

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Reclosable packaging for premium roast coffee

The new COFFEE³ may well have a long-term effect on consumers' choice of coffee and coffee packaging. The product – a reclosable package containing 250 g of ground coffee – by the German NewCoffee GmbH & Co has been adapted to suit small and single households.

The packaging solution for COFFEE³ is called InlineCan. It looks like a metal can but is actually made from liquid packaging board with a high-barrier coating for maximum protection and aroma seal. The solution is also suitable for other dry food packaging such as instant drinks, baby milk powder, nuts, snacks and much more.

“The customer wanted new reclosable packaging for premium roast and ground coffee to meet the demands of small households and to replace the old, non-reclosable

vacuum brick pack,” explains **Martin Hammer**, New Business Development Manager for Food at Stora Enso Consumer Board division. “NewCoffee, together with Stora Enso and machine suppliers Hörauf and Optima, came up with a paperboard packaging solution that provides enhanced brand communications, packaging performance and reduced logistics.”

COFFEE³ is sold by food retailer ALDI Süd as part of their premium coffee assortment and will be sold to other customers as well. The product delivers a high-quality impression that is reflected and strengthened by the innovative and outstanding packaging design and material, which is also food-safe and airtight to preserve the original taste and aroma of the coffee.