



**FPA**

Flexible Packaging  
Association

Connecting. Advancing. Leading.

# **Flexible Packaging Association**

## **Student Flexible Packaging Design Challenge 2021**



### **2021 CALL FOR ENTRIES**

**Deadline for Concept Outline: September 25, 2020**

**Deadline for Entries: November 6, 2020**

2020 STUDENT FLEXIBLE  
PACKAGING DESIGN CHALLENGE  
FIRST PLACE WINNER



OPEN SESAME –  
PREMIUM DIPPING SAUCE

STUDENTS:  
PIERSON BERRY, IAN JENNINGS,  
LINNEA LANDGREN, AND  
SUZANNIE MARSHALL

SCHOOL:  
CALIFORNIA POLYTECHNIC  
STATE UNIVERSITY

Dear Students,

In its 17th year, the **FPA Student Flexible Packaging Design Challenge** has become a prestigious competition within the flexible packaging industry.

**The FPA Student Flexible Packaging Design Challenge** honors flexible packaging solutions developed by students. Flexible packaging is used to package a wide variety of items. From retail food to medical and pharmaceutical products, the packaging possibilities are endless. The only limit is your imagination!

**The Challenge** for students is to develop a flexible package solution that addresses a packaging issue, such as consumer convenience or the protection of food. The package should advance the use of flexible packaging; make an improvement over an existing flexible package; convert a non-flexible package into a flexible package; or package a product that is not currently available in flexible packaging. The **FPA Student Flexible Packaging Design Challenge Hall of Fame**, on pages 5-9 of this **Call for Entries**, provides an overview of winning entries from past **Challenge** competitions.

Students are asked to submit a concept outline prior to sending the flexible packaging prototype/bench sample. **The concept outline will be evaluated and when approved, students may then send in their prototype/bench sample.** Students may work on the design in conjunction with their packaging schools. FPA members may be available as mentors to students advancing to the flexible packaging prototype/bench sample development round.

The deadline to submit a concept outline is **September 25, 2020**. **Students will be notified of the advancement status of their concept outline by October 2, 2020.** The submission deadline for the flexible packaging prototype/bench sample is **November 6, 2020**. Winners will be announced on **March 10, 2021**.

The student, or team of students, who develops the first place winning entry will receive \$1,000 and the second place winning entry will receive \$500.

**The Challenge** rules, instructions, and criteria are described in this **FPA Student Flexible Packaging Student Design Challenge Call for Entries**. If you have any questions or require further assistance, please call FPA at (410) 694-0800 or email the association at [ddiehlmann@flexpack.org](mailto:ddiehlmann@flexpack.org).

We look forward to receiving your entry and wish you the best of luck in **The Challenge**.

Alison Keane  
President and CEO  
Flexible Packaging Association



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2020 STUDENT FLEXIBLE  
PACKAGING DESIGN CHALLENGE  
SECOND PLACE WINNER — TIE



TOUCHUP POUCH – 2-IN-1 PAINT  
AND APPLICATOR

STUDENT: JAI ARAUJO

SCHOOL:  
SAN JOSÉ STATE UNIVERSITY

2020 STUDENT FLEXIBLE  
PACKAGING DESIGN CHALLENGE  
SECOND PLACE WINNER — TIE



DOUGHNUT'CHA KNOW JUICE

STUDENT: ROSALYN YASUI

SCHOOL:  
SAN JOSÉ STATE UNIVERSITY



## FPA STUDENT FLEXIBLE PACKAGING DESIGN CHALLENGE RULES

### ELIGIBILITY

Students currently enrolled in a FPA academic member institution, and studying package engineering, chemical engineering, printing, packaging design, food science or a related discipline may enter the **FPA Student Flexible Packaging Design Challenge**. Students may enter independently or as a team. Students may also work under the guidance of their professors/schools and with FPA members as mentors.

### ENTRIES

Any flexible package prototype or bench sample that addresses a packaging issue and advances flexible packaging will be accepted. A flexible package is any package whose shape can be readily changed when filled. The package design can include plastic film, paper, or foil or any combination of these materials.

The package entry can be an improvement over an existing flexible package, represent a conversion from another package structure to a flexible package, or package a product that is not currently packaged in flexible packaging.

**There is no limit to the number of entries a student or team may submit.**

### ENTRY PROCESS

The entry process **involves 3 steps**.

1. Completion of the *General Information Request*, which should be submitted at the same time as the Concept Outline.
2. Submission of the Concept Outline to: [ddiehlmann@flexpack.org](mailto:ddiehlmann@flexpack.org).
3. Once the Concept Outline is approved by a panel of industry experts, students may send in their prototype/bench sample with the **Written Defense**.

### CONCEPT OUTLINE

Prior to sending the bench sample or prototype, a **Concept Outline** must be submitted for evaluation and approval by a panel of industry experts.

When the **Concept Outline is approved**, students may then send in their prototype/bench sample.

### PACKAGE DEVELOPMENT

Students may work with their schools and FPA members in the development of the package. At the student's request, FPA will partner the student with an appropriate FPA member who will act as a mentor and assist in the development of the package.

**Package prototypes or bench samples must be accompanied by a written defense of the design and structure.** The defense must include a description of the package that follows the criteria outlined in the **Entry Form** on page 4. Students may be asked to provide an oral presentation of the package design.

### ENTRY FEE

There is no entry fee.

### PROPRIETARY INFORMATION

Proprietary information and development ideas will be held in strict confidence by FPA, member mentors, and the judges. Students should consider submitting a patent application to protect their intellectual property.

### ENTRY EVALUATION

The entries will be judged by a panel of experts from the packaging industry, including academics, technical, and marketing experts.

### DEADLINES

**September 25, 2020** — Deadline for Concept Outline

**October 2, 2020** — Concept Approval Notification

**November 6, 2020** — Deadline for Prototype/  
Bench Sample and  
Written Defense

**March 10, 2021** — Winner Announcement

### AWARDS

The student or team that develops the first place winning package will receive \$1,000. The student or team that develops the second place package will receive \$500.



# Flexible Packaging Association 2021 Student Flexible Packaging Design Challenge



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## STUDENT FLEXIBLE PACKAGING DESIGN CHALLENGE

### ENTRY FORM

#### GENERAL INFORMATION REQUEST

**The following general information must be provided with your Concept Outline(s) and prototype/bench sample.** Students working with a team must submit the information for all team members:

1. Student's Name (all team members)
2. Student's Permanent Address, Phone, and Email
3. Student's School
4. Supervising Professor
5. Professor's Email Address

#### CONCEPT OUTLINE

1. The package concept should address a package issue, such as the need for safety, security, or protection of food, health, or consumer convenience. The package concept should advance the use of flexible packaging and make an improvement over an existing flexible package, convert a non-flexible package into a flexible package, or package a product that is not currently packaged in flexible packaging. **Please provide a description of the packaging issue(s) this package will address in a narrative of up to 2,000 words.** The concept should be very detailed.
2. Please remember that your concept **MUST be for a flexible package**. In the description of the package concept include the materials to be used, the structure, and design of the package.
3. Please submit your concept by **September 25, 2020**, by email to [ddiehlmann@flexpack.org](mailto:ddiehlmann@flexpack.org). Students will be notified by **October 2, 2020**, if their concept has been approved.

#### WRITTEN DEFENSE FOR THE BENCH SAMPLE OR PROTOTYPE USED FOR JUDGING

**Once you have been notified that your Concept Outline has been approved, you may send in your prototype/bench sample. Please use the following questions as guidance in writing the defense of your entry.** Please answer the applicable questions. Not all questions will apply to every package. These questions constitute the criteria for which your entry will be judged.

1. Name of package (package name can describe the structure or the product it will contain).
2. What societal and/or sustainability issue or issues does your submission help to solve, and how does it solve it?
3. Does this submission replace or improve an existing package, or does it package or create a new product (such as bagged salad) or product that is not currently packaged?
4. To what extent does the package represent an innovative solution?
5. Does the package represent new or improved graphics due to printing techniques, substrates, or design?
6. Does the package provide an enhanced solution to the product packaging requirements for package construction, filling and distribution?
7. What technical achievement does this package represent?
8. Are there environmental advantages to this package?
9. How will this package advance the use of flexible packaging?
10. Are there other enhancements which contribute to the excellence of this package?
11. Can this package be constructed on existing flexible packaging machinery? Can it be mass produced? If not, what modifications would have to be made to enable mass production?
12. Based on the answers to the questions above, **please provide a 75-word summary** description of this package to be used for promotional purposes.

#### SUBMISSION OF ENTRY

**Your Written Defense should be sent electronically to [ddiehlmann@flexpack.org](mailto:ddiehlmann@flexpack.org).**

**Please submit your package sample and Written Defense no later than November 6, 2020 to:**

FPA Student Flexible Packaging Design Challenge  
185 Admiral Cochrane Drive, Suite 105, Annapolis, MD 21401

# Flexible Packaging Association 2021 Student Flexible Packaging Design Challenge

## STUDENT FLEXIBLE PACKAGING DESIGN CHALLENGE HALL OF FAME 2009 – 2019



**2019 Student Flexible Packaging Design Challenge  
FIRST PLACE WINNER**  
Combined Facial Mask/Facial Moisturizer  
Students: Maria Brownell and Melea Bruns  
School: University of Wisconsin — Stout



**2019 Student Flexible Packaging Design Challenge  
SECOND PLACE WINNER**  
Car Wash Pods  
Student: Tanay Prabhu  
School: San José State University



**2018 Student Flexible Packaging Design Challenge  
FIRST PLACE WINNER**  
Wine-O Gelatin Shots  
Students: Emily Hurban and Autumn Rudlong  
School: Iowa State University



**2018 Student Flexible Packaging Design Challenge  
SECOND PLACE WINNER - TIE**  
Standup Plastic Cereal "Box"  
Student: Ryan Knudtson  
School: University of Wisconsin — Stout



**2018 Student Flexible Packaging Design Challenge  
SECOND PLACE WINNER - TIE**  
Tree Hut Coffee  
Student: Benjamin Huber  
School: University of Wisconsin — Stout



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# Flexible Packaging Association 2021 Student Flexible Packaging Design Challenge



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## STUDENT FLEXIBLE PACKAGING DESIGN CHALLENGE HALL OF FAME 2009 – 2019



2017 Student Flexible Packaging Design Challenge

**FIRST PLACE WINNER**

Wipes on Wheels

Students: Benjamin Huber, Brian Kuhns, Cody Marquardt, and Ashley Pratt

School: University of Wisconsin – Stout



2017 Student Flexible  
Packaging Design Challenge  
**SECOND PLACE WINNER - TIE**

QuickFIX

Student: Nathan Davis

School: Iowa State University



2017 Student Flexible  
Packaging Design Challenge  
**SECOND PLACE WINNER - TIE**  
Single-Serve Microwavable Hot Dog  
Students: Isaac Hines, Ryan Knudtson, and  
Sam Salewske  
School: University of Wisconsin – Stout



2017 Student Flexible  
Packaging Design Challenge  
**HONORABLE MENTION**  
Ice Dronettack  
Student: Zenia Adiwijaya  
School: Iowa State University

# Flexible Packaging Association 2021 Student Flexible Packaging Design Challenge

## STUDENT FLEXIBLE PACKAGING DESIGN CHALLENGE HALL OF FAME 2009 – 2019



**2016 Student Flexible Packaging Design Challenge  
FIRST PLACE WINNER**

**Easy Snack – Celery and Peanut Butter on the Go**  
Students: Mallory Geigle, Tabitha Harnack, and Hannah Newman  
School: University of Wisconsin – Stout



**2016 Student Flexible Packaging Design Challenge  
SECOND PLACE WINNER - TIE**

**Chicken Breast Strainer**  
Students: Chris Childers, Ben Harris, Samantha Kin, Kellie Meyer, and Huyen Nguyen  
School: California Polytechnic State University, San Luis Obispo



**2016 Student Flexible Packaging Design Challenge  
SECOND PLACE WINNER - TIE**

**Precise Rice**  
Students: Cole Cressman, Victoria Hanna, Tyler Harwood, and Carrie Sauer  
School: California Polytechnic State University, San Luis Obispo



**2015 Student Flexible Packaging Design Challenge  
FIRST PLACE WINNER**

**Resealable Stand-Up Pouch for Cereal**  
Students: Tanner Fogle, Erin Hongsermeier, Chase Reamer, and Devaun Walker  
School: Clemson University



**2015 Student Flexible Packaging Design Challenge  
SECOND PLACE WINNER**

**Adjoined Flexible Trail Mix Package**  
Students: Zack Baker, Max Fisher, Paul Mosher, and Ashley Quarles  
School: Clemson University

# Flexible Packaging Association 2021 Student Flexible Packaging Design Challenge



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## STUDENT FLEXIBLE PACKAGING DESIGN CHALLENGE HALL OF FAME 2009 – 2019



2014 Student Flexible  
Packaging Design Challenge  
**FIRST PLACE WINNER**  
Perforated Plastic Coin Wrapper  
Student: Kaylee Flannery  
School: Western Michigan University



2013 Student Flexible  
Packaging Design Challenge  
**FIRST PLACE WINNER**  
All-in-One Cleaning & Healing  
Adhesive Bandage  
Student: Raphael Davis  
School: Western Michigan University



2013 Student Flexible  
Packaging Design Challenge  
**SECOND PLACE WINNER**  
Safe Yogurt Tube  
Students: Geyang Wu and Chen Liu  
School: Washington State University



2012 Student Flexible  
Packaging Design Challenge  
**FIRST PLACE WINNER**  
Pizza Rolls On-the-Go Pouches  
Student: Kelly McCarthy  
School: Western Michigan University



2012 Student Flexible  
Packaging Design Challenge  
**SECOND PLACE WINNER**  
Pedigree PAL for Small Dogs  
Students: Laurette Leroy, Cindy Pflieger,  
and Crystal Vasek  
School: Mohawk College



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## STUDENT FLEXIBLE PACKAGING DESIGN CHALLENGE HALL OF FAME 2009 – 2019



**2011 Student Flexible  
Packaging Design Challenge  
FIRST PLACE WINNER**  
Windshield Washer Fluid Package  
Students: Tasha Aird and Michelle O'Connell  
School: Mohawk College



**2011 Student Flexible  
Packaging Design Challenge  
SECOND PLACE WINNER**  
Topper's Cupcakes  
Students: Tasha Aird and Michelle O'Connell  
School: Mohawk College



**2010 Student Flexible  
Packaging Design Challenge  
FIRST PLACE WINNER**  
Single Serve OJ Concentrate  
Student: Ken Gruhl  
School: Michigan State University



**2010 Student Flexible  
Packaging Design Challenge  
SECOND PLACE WINNER**  
Rugged Pup Single Serve Dog Food  
Student: Laura Hubbard  
School: Clemson University



**2009 Student Flexible  
Packaging Design Challenge  
FIRST PLACE WINNER**  
Fold-A-Pizza  
Students: Kim Akahori, Jessica Chan,  
Douglas Peters and Tim Van Blarigan  
School: California Polytechnic State University



**2009 Student Flexible  
Packaging Design Challenge  
SECOND PLACE WINNER**  
Flexible Packets for Hot Chocolate  
Students: Mike Mallett, Jason Miller,  
Lee Mitchell and Robert Moen  
School: California Polytechnic State University