



Flexible Packaging Association

Student Flexible Packaging Design Challenge

2024

2024 CALL FOR ENTRIES

Deadline for Concept Outlines: March 1, 2024
Deadline for Entries: April 12, 2024

2023 Student Flexible
Packaging Design Challenge
First Place Winner



Sprout Ease

Students: Emily Kovarik,
Jason Li, and Caroline Powell

Professor: Joongmin Shin

School: California Polytechnic
State University

Dear Students,

In its 20th 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 5-8 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, and video presentation of the new package.** Students may work on the design in conjunction with their packaging schools. FPA members will be available as mentors to students advancing to the flexible packaging prototype/bench sample development round.

The deadline to submit a concept outline is **March 1, 2024**. **Students will be notified of the advancement status of their concept outline by March 8, 2024.** The submission deadline for the flexible packaging prototype/bench sample and video presentation is **April 12, 2024**. Winners will be announced on **May 10, 2024**.

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. New for this year's competition, the judges are adding a new award for "Best Video." The video is incredibly important in defending your concept and should be used to further explain the written defense and "sell" the concept to the judges. It should also include why your concept is better than the current packaging, the sustainability benefits, and the feasibility of production.

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 lsevin@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



2023 Student Flexible
Packaging Design Challenge
Second Place Winner



Puppy Chow Kit

Students: Olivia Leipnitz,
Elaina Marxen, Annabelle
Meyer, and Ella Stelter

Professor: Gary Borges

School: University of
Wisconsin – Stout



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 via the online application on FPA's website.
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** and the **video presentation**.

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.

ENTRY FEE

There is no entry fee.

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.

VIDEO PRESENTATION

When a concept has been accepted, students must submit a 3-5 minute video discussing and explaining the new package development. The video is incredibly important in defending your concept and should be used to further explain the written defense and "sell" the concept to the judges. It should also include why your concept is better than the current packaging, the sustainability benefits, and the feasibility of production. FPA mentors will help guide the student teams.

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

March 1, 2024.....Deadline for Concept

March 8, 2024.....Concept Approval
Notification

April 12, 2024Deadline for Prototype/
Bench Sample, Written
Defense, and Video
Presentation

May 10, 2024Winner 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. New for this year's competition, the judges are adding a new award for "Best Video."

2023 Student Flexible
Packaging Design Challenge
Honorable Mention



Double Guacamole
Flexible Pack

Students: Trenton Klabon, Ann
Rackliffe and Derick Vollendorf

Professor: Gary Borges

School: University of
Wisconsin – Stout



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

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.

1. Please remember that your concept **MUST** be for a flexible package. The description of the package concept should include the materials to be used, the structure, and the design of the package.
2. Please submit your concept by **March 1, 2024**, by using the online entry form on FPA's website.
3. Students will be notified by **March 8, 2024**, if their concept has been approved.

WRITTEN DEFENSE FOR THE BENCH SAMPLE OR PROTOTYPE USED FOR JUDGING AND VIDEO PRESENTATION

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 and the video presentation of the package. 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 the 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 that 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 100-word summary description of this package to be used for promotional purposes.

SUBMISSION OF ENTRY

Your written defense and video link should be sent electronically to lsevin@flexpack.org.

Please submit your package sample, video, and written defense no later than April 12, 2024, to:

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

Flexible Packaging Association 2024 Student Flexible Packaging Design Challenge



STUDENT FLEXIBLE PACKAGING DESIGN CHALLENGE HALL OF FAME 2012-2022



2022 Student Flexible Packaging Design Challenge
FIRST PLACE WINNER
Pistachio Pal Package
Students: Ben Boie, Aria Elfering,
Payton Klaslo, Aaron Kurschner, and
Connor Walechka
School: University of Wisconsin- Stout



2022 Student Flexible Packaging Design Challenge
SECOND PLACE WINNER
Microwavable Ramen Pouch
Students: Ethan Myers, Riley Runnels,
Hayden Zachgo, and Hannah Zastrow
School: University of Wisconsin- Stout



2022 Student Flexible Packaging Design Challenge
HONORABLE MENTION
"Vetchtables" Flexible Veggie Tray
Students: Ethan Myers, Riley Runnels,
Hayden Zachgo, and Hannah Zastrow
School: University of Wisconsin – Stout



2021 Student Flexible Packaging Design Challenge
FIRST PLACE WINNER
Baby Shampoo and a Cup
Students: Caylee Boone, Abbey Dahlseng,
Liam Gallagher, and Anna Kent
School: University of Wisconsin- Stout



2021 Student Flexible Packaging Design Challenge
SECOND PLACE WINNER
Band-Assist Bandages
Students: Connor Erwin, Corey Klatt,
and Ben Lindgren
School: University of Wisconsin- Stout

Flexible Packaging Association 2024 Student Flexible Packaging Design Challenge

STUDENT FLEXIBLE PACKAGING DESIGN CHALLENGE HALL OF FAME 2012-2022



2020 Student Flexible Packaging
Design Challenge
SECOND PLACE WINNER - TIE
TouchUp Pouch- 2-in-1 Paint and Applicator
Students: Jai Araujo
School: San José State University



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



2020 Student Flexible Packaging
Design Challenge
SECOND PLACE WINNER - TIE
Doughnut'cha Know Juice
Students: Rosalyn Yasui
School: San José State University



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
SECOND PLACE WINNER - TIE
Standup Plastic Cereal "Box"
Student: Ryan Knudson
School: University of Wisconsin — Stout



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
Tree Hut Coffee
Student: Benjamin Huber
School: University of Wisconsin — Stout

Flexible Packaging Association 2024 Student Flexible Packaging Design Challenge

STUDENT FLEXIBLE PACKAGING DESIGN CHALLENGE HALL OF FAME 2012-2022



2017 Student Flexible Packaging
Design Challenge
SECOND PLACE WINNER - TIE
QuickFIX
Student: Nathan Davis
School: Iowa State University



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
Single-Serve Microwavable Hot Dog
Students: Isaac Hines, Ryan Knudtson,
and Sam Salewske
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
FIRST PLACE WINNER
Easy Snack—Celery & 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
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 2024 Student Flexible Packaging Design Challenge



STUDENT FLEXIBLE PACKAGING DESIGN CHALLENGE HALL OF FAME 2012-2022



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