

# GRAPHIC DESIGN

## TREND: MAINSTREAM SUSTAINABILITY

### PROJECT TITLE: Great product, poor packaging

**THE BRIEF:** Global brands are becoming more and more aware of the importance in sustainable packaging and how this affects our environment on a global scale. This issue is a key discussion across global news with plastics and materials simply thrown into the sea. Renewable, recyclable and biodegradable packaging is the future for many brands around. Students had to choose a product from a major retail store and re design the packaging to make it more sustainable by carefully choosing materials, inks and finishes. Finally, create an online Instagram campaign revealing the new sustainable range.

**SPONSORS:** Andrew Hewitson, Trevor Lowes (CEO) Reproflex 3. Jack Mercer (Digital Designer) Hedgehog Lab.

**FREYA MATHER**  
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We decided to redesign the packaging for the very well-known meal deals available at M&S. Packaging for meal deals in general is very much a large consumer of plastic waste. By converting the packaging for each of the food products to cardboard or a thin fibre plastic means it reduces the plastic waste environmentally impacting the planet. Specifically, we focused on the packaging of the carriers in which are used to hold your meal deal. Normally meal deals would have been carried in one use bags, by converting the material to cardboard it automatically becomes reusable and easily recycled.

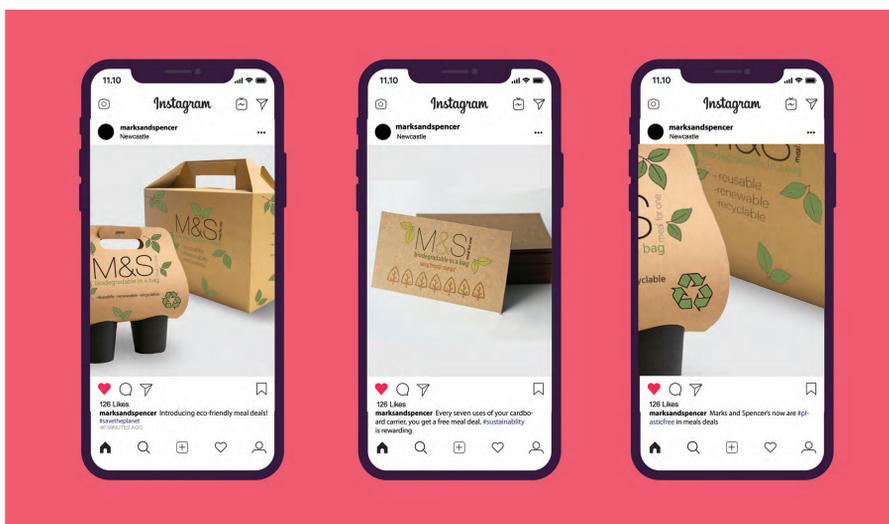
The materials used for these boxes/bags will be a non-corrugated cardboard manufactured in Britain to reduce its carbon footprint. Cardboard such as this can easily be reused and recycled up to 7 times. The print work on the box is appealing yet still simplistic, therefore reducing the amount of renewable energy used to print on the carriers. The design of both boxes/bags clearly indicate its suitability to be recycled and reused. Overall this product will reduce the amount of plastic released into the natural world and create a more sustainable future.

#### How it works:

1. Choose your meal deal which consists of the standard sandwich/wrap, snack and drink.
2. Grab a 'meal for one' cardboard carrier as an alternative to plastic.
3. Checkout and stamp your 'meal for one card' You can then reuse your cardboard carrier bag until it is no longer reusable and therefore can be exchanged for free.

#### Who it will attract and how will it do so?

The packaging for this box is very minimalistic and aesthetically pleasing, which very much appeals to the younger generation. Having our main users being younger means in future it is normalised to be more environmentally friendly. Although this does appeal to a lot of the younger generation it can be foreseen to also appeal to those who work and need food on the go, easy and quick. And M&S's 'meal for one' makes meal deals easily transported and compact.



**MEG PEARS**  
**HANNAH MOORE**  
**MACKENZIE PATTON**

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#### Our Story:

As a group we decided to re-design three products from the brand Cowshed. We chose this particular product because it was already vegan and is a great trend-setter to other brands as the company are vegan and are also completely clean.

As for our input, we have re-designed the packaging, to make the whole product and company cleaner. For an example, we have changed from environmentally damaging materials, such as plastic, to more modern and cleaner materials such as glass. Our campaign is all about the importance of recycling and how so little effort can make a giant difference with our re-usable glass bottles.

The idea is that the customer will keep returning and refilling their bottles each time they come back to the store. To refill the product we have come up with idea of a "drinks machine" design. The customer will fill their bottle with the flavour or scent of their choice, which also makes the experience more enjoyable, especially for young children.

Our product is designed to make shopping more enjoyable for our target audience of 16-30 years of age.

