



48HR REPACK **CHALLENGE**

2023 BRIEFS

Innovative Packaging Solutions

Platixx FFS Technologies is a Canadian manufacturer of flexible packaging solutions used to package and unitize powdery food ingredients, building materials, beverages, resins, and other bulk materials. A division of Balcan Innovations Inc. — a driving force in the packaging industry — Plastixx uses the most advanced manufacturing technology in North America and is recognized for its extreme agility and speed to market.

What is the Plastixx Advantage? Their solutions are customized for optimized filling speeds on your packing machinery, vivid HD graphics for branding appeal, prolonged product life on store shelves, and sustainable product development through the use of 100% recyclable material and PCR content.

Our mission is to deliver high-quality, sustainable packaging that PROTECTS and PROMOTES our customers' products.



2 Challenges – pick one and proceed.

This year Plastixx FFS Technologies is providing you with **two (2) different challenges** for you to choose from. Pick one of the following and uncage your creative!

#1: Perfect Shrink Bundling Packaging for Refrigerated Beverages

#2: Find a Better Way to Package Quick-Setting Powdery Cement & Grout

Challenge 1

[Choose one of the two challenges]

Challenge 1: Perfect Shrink Bundling Packaging for Refrigerated Beverages

Project Scope

Let's redesign the 24-pack, 500mL (16.9 oz) bottle multipack for the refrigerator – and for the environment.

Background

In the Beverage Category, multipacks (4-packs, 12-packs, 24-packs, etc.) come in a variety of sizes and materials (paper, plastic, mixed materials). While plastic shrink-film multipacks provide transparency as to what's inside the package, they often present consumers with pain points across the following: **accessibility** (getting to the drinks inside), **portability** (getting the bundle home), **recyclability** (getting mixed materials recycled), and **space management** (finding enough space in the fridge).

Objective

- Please redesign a multipack that uses **polyethylene shrink film** as the **core material** & alleviates the pain points above. Other materials components are welcome to add to the design, but make sure that these packaging materials can be separated for recycling.
- To promote a circular economy, let's assume that the core material is shrink film made from **100% recycled Polyethylene (PE) – and that the final packaging itself is full recyclable**

ARE YOU UP TO THE CHALLENGE?

Technical Details & Requirement

Graphics:

- Call out the differentiating, multipack features
- Describe the product inside

Today's 500mL PET Bottle:

- Universal contour shape
- Made of PET

Packaging Materials:

- Shrink film made from **100% recycled PE**
- Other recyclable materials as needed to enhance the core PE film design
- Final packaging must be **fully recyclable**



Challenge 2

[Choose one of the two challenges]

Challenge 2: Find a Better Way to Package Quick-Setting Powdery Cement & Grout

Project Scope

Let's redesign the 20L pail to stack and palletize efficiently, while still maintaining the many benefits of PET cement pails.

Background

In the building materials industry, cement packaging can come in a variety of sizes and materials (PET pails, paper valve bags, plastic valve bags & sacks). While PET pails provide portability, resealability, and weatherproof protection for moisture-sensitive materials, they are prone to slip from retail shelves at your local home improvement store (causing harmful accidents for the end-consumer) and are difficult to palletize (for shipping and storage needs).

Objective

- Your task is to redesign the 20L pail into **a flexible packaging solution**.
- Please assume that the core material is **100% recycled Polyethylene (PE)**.

ARE YOU UP TO THE CHALLENGE?

Technical Details & Requirement

Packaging Materials:

- PE film made from **100% recycled PE**
- Final packaging must be **fully recyclable**



Deliverables

PROJECT DELIVERABLES AND EXPECTATIONS

1. One of the solutions, or components of multiple solutions, may be commercialized by Plastixx FFS.
2. The students may use the name, logos, or trademarks for Plastixx FFS products in preparation of the challenge submissions to deliver professional / appropriate to a corporate environment.

3. The Entry must be accompanied by the following:

Team Information

- Team Name
- Primary Contact Email

Forms:

- Entry Form
- Student IDs for all team members

Project Details

- Project Title
- School Name
- Names of Team Members
- Design Rational supporting your entry, maximum 500 words, plain text. You also can upload a Word doc (.docx) or PDF.

Your Design Submission (Project Images):

Images should be uploaded in a zipped folder if you have more than three (3) images. The total size of the zipped folder cannot exceed 15MB.

- **1 Hero Image** - 1000 pixels (w) x 500 pixels (h) at 72 dpi (2:1 ratio) of your product design
- **2-4 Gallery Images** – 1080 pixels (w) x 810 pixels (h) at 72 dpi (4:3 ratio) to show off your product from different angles and showing functionality
- **1 YouTube style video** with your “sales pitch”, max. 2 minutes. Provide the link to the video URL on YouTube. You can also upload a small mp4 video file if it does not exceed 20MB in size.

Qualifying entries must be submitted by 7:00 pm EST, on Sunday, February 5th, 2023!

Useful Links

<https://www.plastixxffs.com/beverages>

<https://www.plastixxffs.com/xvue>

<https://www.walmart.com/c/kp/water-packs>

<https://www.plastixxffs.com/building-materials>

<https://www.plastixxffs.com/xflo>

<https://www.plastixxffs.com/xvalve-plus>

<https://www.homedepot.com/b/Building-Materials-Concrete-Cement-Masonry/N-5yc1vZarlk>



Good Luck!

[Submit the design project at www.48hrrepack.com]