



48HR REPACK CHALLENGE

2023 BRIEFS



INNOVATE BOLDLY. PACKAGE SUSTAINABLY.

At Westrock, we are using imagination and expertise to turn big challenges into real solutions. We are materials scientists, packaging designers, mechanical engineers and manufacturing experts using leading science and technology to drive innovation in packaging.

By taking risks, learning from experience and thinking long term, we are emboldened to dream big about the future of packaging.



2 CHALLENGES – PICK ONE AND PROCEED.

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

#1: Club Store Redesign

#2: Ecommerce Shipper

CHALLENGE 1

[Choose one of the two challenges]

CHALLENGE 1: CLUB STORE REDESIGN

Project Scope

Take any corrugated retail packaging found at club stores (examples include Costco, Sam's Club, and others) and redesign it with a secondary purpose in mind. Show us how creative you can be!

Background

Club stores often have large corrugated carriers that go unused once the product reaches the customer. Your goal is to give these cases a second purpose. *Ex. Repurposed cat litter box that can transform into a component of a cat tower. The tower can be expanded with additional purchases of the product.*

Objective

Your solution should...

- Foster brand loyalty and encourage reoccurring purchases
- Benefit the customer in a helpful or entertaining way
- Consist of all or predominantly corrugated material



CHALLENGE 2

[Choose one of the two challenges]

CHALLENGE 2: ECOMMERCE SHIPPER

Project Scope

Your goal is to design an ecommerce shipper that can protect small fragile items with no protective primary packaging in all six degrees of freedom.

Background

Shipping small fragile items is a big challenge for e-commerce. Designing packages that can adapt to different product footprints while not requiring additional material is especially challenging. The design should be able to protect fragile items such as a mirror/powder compact, a glass cologne/perfume bottle, a smartphone, and a fortune cookie. Note, your solution does not need to protect all of the listed items at once.

Objective

Your solution should...

- Create a positive and aesthetically pleasing unboxing experience
- Protect the product from damage in standard e-commerce distribution (six degrees of Freedom)
- Consist of all fiber-based material
- Demonstrate a sustainable approach to replacing dunnage/cushions



DELIVERABLES

PROJECT DELIVERABLES AND EXPECTATIONS

1. One of the solutions, or components of multiple solutions, may be commercialized by WestRock.
2. The students may use the name, logos, or trademarks for WestRock 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!

GOOD LUCK!



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