48HR REPACK CHALLENGE

2024 BRIEF

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.

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THE PROMPT: ACCESSIBLE PACKAGING

Background

According to Arthritis Australia "44% of those with disabilities struggle with packaging on a daily basis and 65% have to wait for someone else to open packaging for them."

Project Scope

WestRock is challenging you to improve disability inclusivity by creating accessible packaging. Identify any existing design that poses challenges for those with disabilities.

Your design could address challenges associated with mobility, deafness, vision impairment and more.

Objective

Accessible packaging is **a design approach that considers the diverse needs and abilities of all users**. It focuses on creating packaging that is easy to identify, open, hold, and use, regardless of the user's physical or cognitive abilities.
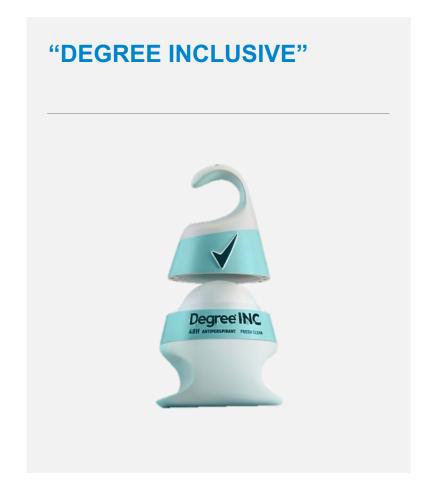
Redesign a more inclusive solution using **corrugated fiberboard or paperboard.**

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THE VISION BOARD: ACCESSIBLE PACKAGING

KELLOGG'S X NAVILENS

P&G'S ARIEL ECOCLIC BOX

"DEGREE INCLUSIVE"

WestRock

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:

Forms:
- Entry Form (download here)*
- Student IDs

Project Details
- Project Title
- Design Rational supporting your entry, maximum 500 words, plain text. You also can upload a Word doc (.docx) or PDF.

Your Design Project Images and Video:
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 mp4 video file if it does not exceed 20MB.

Qualifying entries must be submitted by 7:00 pm EST, on Sunday, February 4th, 2024!

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HELPFUL LINKS

- https://packagingeurope.com/features/more-than-an-inconvenience-why-accessible-packaging-matters/7557.article

- https://arthritisaustralia.com.au/wordpress/wp-content/uploads/2018/01/Food-Packaging-Design-Accessibility-Guidelines_Arthritis-Australia.pdf

- https://www.packagingnews.com.au/food/accessible-packaging-easy-does-it

- https://pentawards.com/live/ja/node/newsarticle-accessible-inclusive-design:-packaging-design-that-celebrates-diversity?type=NewsArticle

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