STARPACK STUDENTS Competition 2026

BRIEF F

THE KINGFISHER PACKAGING BRIEF

Sponsored by Kingfisher plc

Kingfisher plc is an international home improvement company with over 1,900* stores in seven countries across Europe. We operate under retail banners including B&Q, Castorama, Brico Dépôt, Screwfix, TradePoint and Koçtaş, supported by a team of over 74,000 colleagues. We offer home improvement products and services to consumers and trade professionals who shop in our stores and via our e-commerce channels.

** Turkey joint venture included*

www.kingfisher.com

Prize

Winner: £500 & Kingfisher trophy

2nd place: £100

3rd place: £50

IOM3 presents trophies to Gold, Silver and Bronze and certificates to Highly Commended entries.

Enquiries

For enquiries or guidance on the brief, please contact Marcin Szewczyk

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Introduction

Today, cable ties are used in many areas of our business to 'hold' small DIY components in place for robustness through supply and logistics chains and out to consumers at the shelf. Consumers regularly purchase products at the shelf with Cable-ties holding products in place successfully at low cost. These are small lightweight components that are generally non-recyclable through UK and European infrastructure as they are too small to be sorted.

The Brief

Design or create a innovative, sustainable equivalent of the ubiquitous plastic cable tie - a product commonly used across home improvement, DIY and hardware sectors. The design should demonstrate how alternative materials can perform the same essential functions while offering clear environmental advantages. Students should explore the broad application landscape of this item - from bundling cables, tools and hardware components, to securing parts during transport or retail displays. The concept should fit the needs of modern home improvement and DIY retail markets.

Key objectives

- Replace or design out the traditional single-use plastic cable ties with an improved sustainable solution.
- Retain or improve the functionalist, versatility and ease of use. These products are supplied through multiple complex supply and logistics networks, transported across oceans and handled may times. Any replacement solution or design solution needs to pass testing of at least ISTA2A Compression, Vibration or more.
- Consider multiple sizes, strengths and potential for resealable or re-purposed versions.
- Ensure the solution is viable for mass production.

Points to consider

Functionality & versatility

- Can your design offer both single-use and reuseable variants?
- Will it securely bundle a range of objects from delicate cables to heavier tools?
- Can it be adjusted, locked or released easily by users?

Sustainability

- All materials must be recyclable or re-purposed.
- This about the packaging will be disposed of, collected at curb side and recycled after use.

Manufacturing

- Can it be made at scale?
- How quick and easy is it to apply and assemble with the product in production.

In-store experience

- How intuitive is the fastening method.
- Is it tool-free/Can it be operated with gloves.
- Is it easy to store and reuse in DIY or home workshop environments.
- Does it fit well within existing DIY store formats and packaging standards.
- We don't want the product to be extracted in-store before purchase.

Materials to be used

You may use only sustainable materials. Kingfisher defines sustainable as:

- Mono-materials
- Plastic | 30% or more recycled content. Standard recyclable polyolefins. Avoid flexible PET film (non-recyclable in the UK)
- Paper and board | 50% or more recycled content and/or FS/PEFC certified
- PLA, PVA, PVOH are not allowed
- Compostable materials are not allowed
- Recyclable within local material recycling streams
- Sourced responsibly with minimal environmental impact.

Materials that combine strength and flexibility are encouraged.