



# STARPACK STUDENTS

## Competition 2026

### BRIEF D

### METAL GIFTING FOR CONFECTIONERY



**Metal  
Packaging  
Manufacturers  
Association**

#### **Sponsored by the Metal Packaging Manufacturers Association (MPMA)**

The Metal Packaging Manufacturers Association is the lead voice of the UK metal packaging industry. The Association supports and represents members' interests on industry matters related to operational, regulatory and environmental issues.

In addition, the work of the Association promotes the benefits of metal packaging and the sustainable attributes of steel and aluminium through education programmes, industry awards and relevant communication channels.

For guidance and helpful videos, visit: [www.mpma.org.uk/](http://www.mpma.org.uk/)

For inspiration: [uk.pinterest.com/metalpackuk/](https://uk.pinterest.com/metalpackuk/)

#### **Prize**

Winner: £600.00 cash prize

Runner-up awards will be presented at the judges' discretion.

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

#### **Enquiries**

For enquiries or guidance on the brief, please contact Debbie Clements

✉ [debbie.clements@mpma.org.uk](mailto:debbie.clements@mpma.org.uk)

#### **Introduction**

Confectionery is a broad term encompassing various sugary treats like candy, chocolate, and other similar items. Food and drink gift buying has been resilient to the income squeeze and nearly 50% of people see confectionery as the ultimate trusty present. Confectionery also occupies a cherished role in travel retail, as travellers look for ways to bring a piece of their visit home as they purchase gifts at airports and stations. In 2025, the confectionery industry is expected to be driven by a few key trends: healthier treats, sustainable and ethical sourcing, and innovative flavour profiles.

Visual appeal is very important to purchasers in the gifting market, and many confectionery tins are kept long after consumption of the contents, for many different secondary storage uses; or just because they are stunning pieces in their own right. Metal can be recycled an infinite number of times without loss of quality. It has been designated 'permanently available material' status, making metal packaging a key contributor to the circular economy.

#### **The Brief**

Design and develop a metal pack to hold confectionery of a type of your choosing. The pack should be aimed at high-end stores specialising in quality foods, giftware and souvenir packs such as those you might find at an airport duty free store, Fortnum & Mason or heritage shops. Students must focus on the pack. It can be any shape or size, should showcase the exceptional properties of metal, what stunning designs and finishes can be achieved with metal; be eye-catching, functional and have real shelf appeal. Model pictures or rendering of the final design should be included with development boards.

#### **Points to consider**

- High-quality branding, decoration and graphics - creative branding to enhance shelf impact and consumer appeal, and add value to the brand.
- Textures, print finishes, and features, consider using the metal of the tin to highlight your graphics, design and brand.
- Shaping - shaping your tin to reflect and enhance your brand
- Finishes and features such as embossing, debossing, micro-embossing and perforations.
- A variety of opening and closing options, think about inclusivity and the opening experience.
- Consider how your tin will look on the shelf, given the premium value of in-store shelf space.
- A unique after-use feature is a great consideration in building your design and is highly valued in the judging process

#### **Materials to be used**

These types of packs are usually made of tinplate. Entrants do not need to specify the thickness of the metal. Materials other than metal should not be used in the main pack design.

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The Starpack Competition is organised by the Institute of Materials, Minerals & Mining (IOM3) and endorsed by the IOM3 Packaging Group (formerly the Packaging Society)