



STARPACK STUDENTS

Competition 2026

BRIEF B

E-COMMERCE PACKAGING FOR DRINKS



Sponsored by Carlsberg Britvic

Carlsberg Britvic is the home of many of the UK's most iconic brands across soft drinks, beer and cider, formed through the merging of Carlsberg UK with Britvic Soft Drinks Ltd. We own many leading brands such as Carlsberg, 1664, Brooklyn, Robinsons, and Tango as well as having an exclusive license with PepsiCo to produce brands such as Pepsi, 7Up, Rockstar Energy and Lipton Iced Tea.

www.carlsbergbritvic.co.uk

Prize

Winner: A selection of Carlsberg Britvic products plus a visit to the UK's state of the art manufacturing site in Rugby to see a range of products and formats being produced.

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

Enquiries

For enquiries or guidance on the brief, please contact Jamie Field

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Introduction

E-commerce is a large part of today's shopping habits, and a growing market. Drinks are typically challenging to sell in e-commerce and direct-to-consumer (D2C) business models due to the heavy weight of the product and risk of spillage. Many drinks businesses, particularly start-ups, sell drinks via e-commerce but the packaging is often not designed specifically for this. This leads to the packaging either being excessive and leading to waste or not well enough designed to protect the product.

The Brief

We want you to design a bespoke solution for drinks to be sold via e-commerce for either Robinsons or Tango. The primary packaging could be one of our current formats (PET bottle, glass bottle, aluminium can, beverage carton) or you can create something new. This packaging needs to be able to survive delivery to the customer which could be via a courier or via postal services. Consider some of the off-the-shelf e-commerce packaging options. Think about ways to make the experience engaging for the consumer (how can this e-commerce packaging be more satisfying or exciting than what's already out there). Think about ways to make the experience engaging for the consumer (how can this e-commerce packaging be more satisfying or exciting than what's already out there).

Points to consider

- The packaging should protect the product, avoiding damage and spills.
- Consumers may order multiple different products. How will the packaging accommodate this?
- Consumers should be able to open the pack easily without any tools.
- How can you make your design as sustainable as possible?
- E-commerce packages are often packed by hand. How can you make this as quick and easy as possible or bring in elements of automation.
- How will you ensure the package can be delivered easily – think about letterbox and parcel locker dimensions.

Materials to be used

Any material which is able to perform the required functions can be used. It is critical that all materials must be recyclable and widely recycled in the UK. Ensure the materials selected are sustainable.

If using multiple different materials, they must be easily separated for recycling.

Materials samples are available upon request.

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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)