



New concept for packaging plants

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Horticulture and traditional gardening has become more popular with the resurgence of both gardening and home and leisure programmes on television and with regular gardening features in specialist magazines and supplements. It is an accessible activity for most home owners whatever the size of their garden, window box or patio area.

Nurseries, garden centres and retail outlets recognise the demand and now cater for a wide target market in providing all types of standard and more exotic plants.

The packaging and transit of such plants have always been traditional in that they have been in standard pots or containers.

the prize

BPI will award £300 for the most innovative concept for packaging plants.

helpline

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the brief

Your brief is to design a new and innovative vessel for transferring plants from the nursery of origin to the market, garden centre, retail outlet and finally to the customer.

Flexibility of design is important to allow for different size specifications of plant, both in height and width. Your design should enable safe and secure transit of plants ensuring protection at all levels of the supply chain. From this primary role as a packaging solution also look at a possible secondary use within either the home or garden environment. The design should be functional in allowing easy handling and display, both for the retailer and the customer, and consideration given to initial storage and final disposability.

Visual impact is important as well as functionality and look at how you could use different graphic finishes, images, patterns or colour to enhance its shelf appeal. You may design your own brand identity for this product pack.

materials to use

You may make your model/s out of an appropriate material of your choice, one that you consider best reflects the qualities of Plaswood.

Plaswood is an award winning long life environmental alternative to traditional materials, natural wood being a good example. Plaswood is tough, durable and strong, it does not require any preservatives and does not leach any harmful chemicals into the earth or waterways. It comes in primary colours and can be formed into different shapes and forms.

Plaswood information on current uses, benefits, environmental aspects and samples of the product will be available to students entering this brief.

