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frozen ready meal pack

sponsored by

Iceland • Benson Group
Trident West • Paragon
Print + Packaging

Iceland Foods are working in partnership with some of our key suppliers – Trident West, Benson Group, Paragon Print & Packaging. Iceland is an established destination shop for frozen foods. With over 660 stores nationwide, it is known for its great value and excellent quality at great prices, making it easy for customers to provide great meal solutions for every occasion, and every budget. Furthermore our home delivery provides an easy option to help get it home for busy mums.

Iceland is well known for its award winning innovation in frozen food, Kerry Katona TV adverts and most recently its sponsorship of *'I'm a celebrity – get me out of here'*

+ www.iceland.co.uk

+ the brief

Frozen Ready Meals are one of the highest volume lines within Iceland, but all that produces a large amount of packaging waste to landfill. Every major retailer has a responsibility to reduce the waste generated by these products, but still consider the practicalities of delivery from our stores to customers' homes.

In consideration of these environmental impacts and customers changing attitude to waste, Iceland requires the new lightweight packaging of the future. Ready meals are currently made up of 3 components; the tray, the lid and the sleeve or carton housing.

Your brief is to find an innovative solution to the current format that is eye catching and appealing to value conscious families. The design must include the Iceland logo and 'promise', a product shot, barcode and price.

The final design must also consider – product protection; holding the weight of the item; visibility in-store; displaying essential information; and reducing packaging levels. You may consider any materials. You need to clearly communicate your ideas

and show evidence of research in Iceland stores by way of sketches, presentation boards and 3D mock-up of the chosen design.

+ helpline

Designs and Iceland key elements available from Matt Barrass at Trident West on **01244 843592** or email matt.barrass@sonoco-trident.com

Carton-board material available from Andrew Pybus at Benson Group on **0191 491 6080** or via email to andrew.pybus@intpack.co.uk

Plastic or Labels available from Jamie Gordon at Paragon Print & Packaging on **07889 983363** or jamie.gordon@paragonprintandpackaging.com

Iceland contact Lisa McCleary on **01244 842731** or via email to lisa.mccleary@iceland.co.uk

+ the prize

2 Weeks exclusive work experience, funded accommodation (if required) at either Trident West or Trident Hull, Paragon Print and Packaging and Benson Box. The winning design will have a fully printed 3D mock-up produced for your portfolio.