



The Challenge

Design a packaging toolkit for educators to be distributed by the TICCIT® (Trees into Cartons, Cartons into Trees) program and engage third through fifth graders in an environmental and educational activity that highlights the renewability and sustainability of paper and paperboard packaging.

Background

Through the TICCIT® program, paperboard packaging industry companies partner with local schools or youth groups (Boys & Girls Club, Boy/Girl Scouts, etc.) to donate tree saplings and teach students about the benefits of paperboard packaging over other substrates. Students are directed to plant these saplings in “carton-and-tree units” that they take home to plant into the ground. The cartons provide protection and a natural water funnel for the new trees. As the trees grow, the cartons biodegrade, completing the “trees into cartons, cartons into trees” cycle.

Design Criteria

The Paperboard Packaging Council (PPC) and the American Forest & Paper Association (AF&PA) are seeking a 100% paper-based package for the TICCIT® program toolkit. The package must hold an educational activity toolkit that would be distributed to educators in order to share the renewability and sustainability of paper and paperboard packaging with their students.

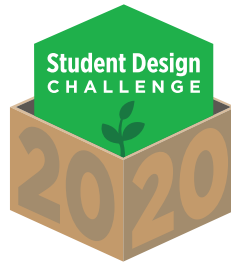
The package would be sent to educators via mail. Each package must include 3-4 pieces of educational content from the TICCIT® website materials (formats can be customized); a sample sapling carton dieline available on the website, take-home planting and care instructions for the family; and any other materials that would enhance this fun and interactive educational experience on the sustainability of paper and paperboard packaging. Creativity is highly encouraged! Packaging design should include unique features to increase open rate and engagement.

The structural and functional design must enhance TICCIT® brand recognition and program promotion.

The package should be optimally designed to protect and secure its contents during shipping and handling as well as be postal service compliant.

In supporting documentation, designers should address ways in which the TICCIT® program can be promoted to the intended audience and also repurposed or used for different audiences.





Designers must address how the package would be converted and assembled in mass quantity. The package must be commercially producible on standard machinery. Any hand assembly should be minimal and purposeful. Including decorations like magnets, ribbons, etc. that need to be attached to the package make it difficult to mass produce. The package should be designed as ready-to-ship with a label or include an outer shipping package.

The package should communicate recyclability and highlight paperboard packaging as a preferred substrate.

Optional Resource: Designs from standard style in PPC's Ideas & Innovation handbook, sections 1-4.

Package Requirements:

- 100% paper-based, and made of at least 70% paperboard (the 70% cannot include fluted or corrugated materials)
- Include: 3-4 pieces of educational content from the TICCIT® website materials (formats can be customized); a sample sapling carton dieline available on the website, take-home planting and care instructions for the family; and any other material that would enhance this fun and interactive educational experience on the sustainability of paper and paperboard packaging.
- Outer package dimensions should not exceed 12"H x 9"L x 5"W
- Follow TICCIT® style guide (find on paperbox.org/TICCIT and www.paperboardpackaging.org) for logo and colors (optional colors are suggested, but not required)
- Secure the contents to withstand shipping and handling as an individual package
- Feature the renewability, recyclability, versatility, and innovative qualities of paperboard

Submission Instructions:

The following Student Design Challenge forms are available at www.paperboardpackaging.org:

- Acknowledgement of Intent
- Team Contact
- Certification of Originality
- Graduate Student Advisors Guidelines

All entries with supporting forms and materials must be received no later than Friday, June 5, 2020. Send materials to:

Paperboard Packaging Alliance

ATTN: Gillian Hunt
1101 K Street, NW, Suite 700
Washington, DC 20005

If you have questions, contact Gillian Hunt at the Paperboard Packaging Alliance at 202.463.2599 or ppa@afandpa.org.

Submission Deadline: Friday, June 5, 2020

The judges will evaluate each entry based upon the Submission Requirements section below.

Prizes and Judging:

Winning student teams and their academic programs will receive monetary awards (If applicable, advisor(s) will receive 10 percent (equally split between advisors) of the cash award):

- 1st place: \$5,500 to the team/\$5,000 to the school
- 2nd place: \$3,300 to the team/\$3,000 to the school
- 3rd place: \$1,650 to the team/\$1,500 to the school

NOTE: The 1st place design will be adapted into use by the TICCIT® program. The top three finalist teams are invited and expected to present their designs at PPC's Fall Meeting on October 14-16, 2020 in Savannah, Georgia. PPC's annual Fall Meeting is an association conference that brings together over 200 paperboard packaging and processing professionals, providing students with access to future potential employers, networking opportunities, and much more. Previous student designers received internships and jobs as a direct result of their participation in the meeting.

Submission Requirements

1 Prototype (50 points)

- One complete mock-up of package
- Product protection
- Distinctive functionality
- Structurally sound



- Full graphics - TICCIT® logo and color scheme (find on paper-box.org/TICCIT and www.paperboardpackaging.org)
- 2 Design Elements (25 points)**
- Plain, unglued carton blank
 - Detailed production die drawing
 - Design concept and execution
- 3 Marketing Plan (25 points)**
- One-page executive summary that explains how design meets necessary requirements
- Plan for program positioning and promotion
 - Explanation of benefits of the design functionality
 - Plan for production on standard machinery for commercial producibility
- 4 Completed Team Contact and Certification of Originality forms** (available at www.paperboardpackaging.org)
- 5 Signed Graduate Student Advisors Guidelines form** (available at www.paperboardpackaging.org)
- 6 Picture of Final Design**