

# LIBANPACK

## Lebanon Student StarPack Contest 2011





# OVERVIEW

- What is LibanPack?
  - Mission
  - Goals
  - Why LibanPack?
  - Membership
- Lebanon Student StarPack contest 2011
  - Winners of StarPack contest 2010
  - Three Categories
  - Entries
  - Who can participate?
  - Criteria
  - Judges
  - Deliverables
  - Prizes
  - Dates

# WHAT IS LIBANPACK?



LibanPack is an association that was founded in November 2008 by :

1



The MACLE project, implemented by UNIDO and funded by Switzerland through its State Secretariat for Economic Affairs (SECO)

2



ALI the Association of Lebanese Industrialists

3



Syndicate of owners of Paper and Packaging Industries

## LIBANPACK MISSION:



To increase market **access** of Lebanese products to **export** markets by improving their packaging & labeling

# LIBANPACK GOALS:



- To act as the missing link between all stakeholders of the industry
- Offering integrated subsidized services to users and exposure to makers.



## WHY LIBANPACK?

- LibanPack, supports an industry that has to keep up with growing exports and exports destined to more demanding markets
  - Lebanese exports rose to 2.5 billion USD
  - They more than doubled over the last 5 years
- LibanPack allows smaller companies to meet international packaging standards

# HOW IS THIS ACHIEVED?



- **Services and technical assistance:**
  - Consultancies (access to ISO certification...)
  - Packaging services (label design, technical info, structural design)
  - Facilitating access to laboratory testing
  
- **Information:** Pooling and disseminating information
  - Trainings,
  - Conferences
  - Info sessions
  - Selected articles
  
- **Networking:** Establishing a platform of exchange
  - packaging providers
  - users
  - engineers
  - technical experts
  - designers



## MEMBERSHIP

- Accessible to all stakeholders of the packaging industry from
  - Users
  - Manufacturers
  - Designers
  - Technical experts
  - Engineers
  - Students....
- Membership for companies and individuals is fixed at LBP 250 000 a year
- Student membership is fixed at LBP 30 000



# LEBANON STUDENT STAR PACK



- LibanPack organizes this year for the **second** time in Lebanon a student packaging contest.
- The goal of this contest is to acknowledge and promote “creation” whether **visual** or **structural** in the domain of Lebanese packaging.

# WINNERS OF LEBANON STARPACK 2010



## Visual category:

First Prize

Patrik Khalil - AUST



# WINNERS OF LEBANON STARPACK 2010



## Visual category:

Second Prize

Yehya Abu Orm – LU  
Deir el Kamar



# WINNERS OF LEBANON STARPACK 2010



## Visual category:

### Third Prize Khalil Daou - LU Hadath



# WINNERS OF LEBANON STARPACK 2010



## Structural category:

First Prize  
Costi Costa USEK



# WINNERS OF LEBANON STARPACK 2010



## Structural category:

**Second Prize**

**Lea Khalil USEK**



# WINNERS OF LEBANON STARPACK 2010



## Structural category:

Third Prize

Hanan Ali Kaj HCU



# WINNERS OF LEBANON STARPACK 2010



## Jury Selection:

Patricia Layoun USEK





# STUDENT STARPACK 2011



- Countries included:
  - Lebanon
  - Syria
  - Jordan
  - Egypt
- Nationality of student and product should be the same. (A Lebanese student will choose a Lebanese product for example)
- Three categories
  - Visual
  - Structural
  - Malban and nougat packaging



# THREE CATEGORIES 2011:

## A- Visual category:

Completely new or improved graphics ( lifting )  
of a product.



BEFORE



AFTER

New visuals implemented by LibanPack

# THREE CATEGORIES 2011:

## B- Structural category:

Innovative structural packaging (new mould/die cut) or improved features of an existing package



before



after

Structural improvement provided by LibanPack

## THREE CATEGORIES 2011:

### C- Nougat and “Malban” packaging:

This year the contest is introducing a new category, defined by the **Syndicate of Lebanese Food Industries**, that involves the structural and visual design of a creative packaging for “Malban” and nougat sweets.



# ENTRIES:



- Involves primary or secondary packages.
  - Participants can register for more than one entry
  - An entry is linked to **one name only**
    - Two students cannot submit one entry
- **Remark:** Contest accepts ALL products including food, agriculture produce, cosmetics, pharmaceuticals, consumer products, industrials  
BUT excludes cigarettes and other tobacco products

# WHO CAN PARTICIPATE?

- Must be students from design faculties and industrial engineering faculties in Lebanon, Syria, Jordan and Egypt
- Students currently enrolled in a university
- Students having graduated between December 31 2009 and December 31 2010.
- Interested students should fill the application form (sample on the right) found on LibanPack website [www.libanpack.org](http://www.libanpack.org) and send to [info@libanpack.org](mailto:info@libanpack.org)

A sample application form for the LibanPack 2011 competition. It includes the LibanPack logo and the STAR PACK logo at the top. The form is titled "Lebanon Student Star Pack 2011" and "Application". It contains a table for personal information (Name, Cell phone, Email, University, Faculty/Section, Date of graduation, Address) and a table for brand and product information (Category entered, Entry 1, Entry 2, Entry 3). There are also fields for Date and Signature. At the bottom, contact information for the Association of Lebanese Industrialists is provided.

LibanPack packaging development

STAR PACK

Lebanon Student Star Pack 2011

Application

Name	
Cell phone ( with country code)	
Email	
University	
Faculty/ Section	
Date of graduation or expected graduation date	
Address	

In the table below, please enter name of brand and product

Category entered:	Entry 1:	Entry 2:	Entry 3:
Visual			
Structural			
Nougat and Malban			

Date: \_\_\_\_\_ Signature: \_\_\_\_\_

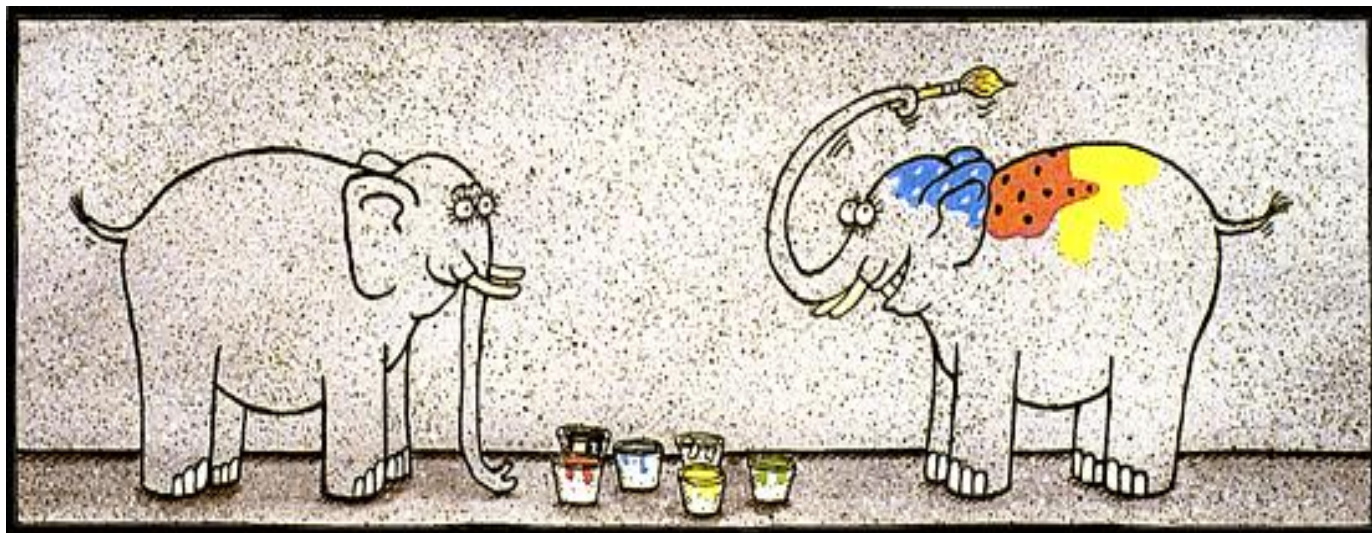
Association of Lebanese Industrialists office, Center Tayyar, 4<sup>th</sup> floor, Sin el Fil, Beirut  
Phone: 01 481974 Fax: 01 482011 email: [info@libanpack.org](mailto:info@libanpack.org) website: [www.libanpack.org](http://www.libanpack.org)

# JUDGING CRITERIA



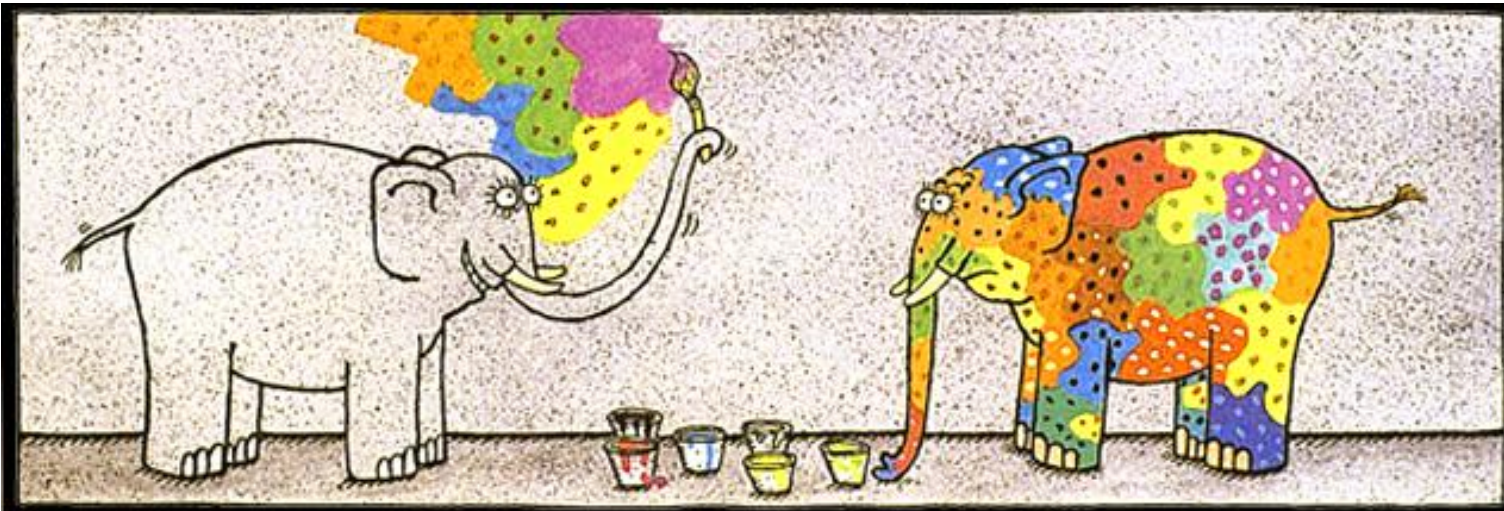
For the visual section:

1- **Originality** and **differentiation** from the competition on supermarket shelf











## 2- Relevant or judicious use of accepted graphical codes to promote product (alcohols, organic product, cosmetics .....



Cosmetic products use pastel colors



Alcoholic beverages focus on luxury and tradition



### 3- General composition

### 4- Appeal to consumer category targeted by product (specified in concept)



before



after

Appealing to the target consumer: children

## For the structural section:

### 1- **Improvement** related to ease of use by consumer ( primary packaging)



Easy to hold



Easy to open



Can be used as a tray

## 2- Improvement related to ease of handling in the supply chain (secondary packaging)



The product can be stacked rapidly on the shelves

### 3- **Concept sustainability** or improvement related to increased sustainability of package

- Reuse
- Recycle
- Reduce



Reducing packaging materials used

## 4- Appeal of structural change to consumer category targeted by product



**Bottle closure makes it easy for athletes to drink on the go**



## For the nougat and “Malban” category of this year:

### 1- Visual category:

- Attractiveness of visuals
- Judicious use or relevance of graphical codes
- General composition
- Relevance of graphics to profile of targeted consumers



Package is not appealing  
Needs improvement visually and  
structurally

### 2- Structural category:

- User friendliness
- Sustainability of concept
- Relevance of structure to profile of targeted consumers

# JUDGES



- Art directors of leading Lebanese advertizing agencies
- Structural design specialists
- Academics
- Other key persons of the Lebanese packaging industry.



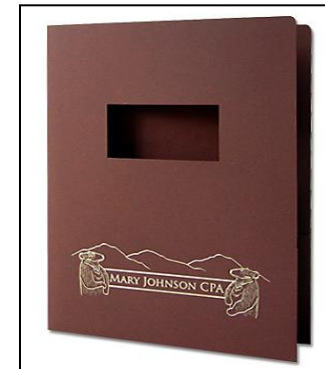
# DELIVERABLES



- A “mock-up” of your work
- A carefully labeled CD with your artwork and the concept note (word document)
- Printed artwork and concept note on A4 (preferably in a folder)
- The original packaging of the selected product



Carefully labeled CD



**Do NOT** put your name on the artwork and concept note

## PRIZES/AWARDS/ADVANTAGES

- Awards will be handed to winners in an award ceremony that will be organized by LibanPack.
- This ceremony will be attended by a large number of stakeholders of the Lebanese industry, by academics and by students
- Venue and date will be specified at a later stage.



**Lebanon Student StarPack Winners 2010**

Please note that winning entries will be announced during this event.

## PRIZES

- **First prize visual and structural categories:**  
**1,000 USD**
- **Second prize visual and structural categories:**  
**500 USD**
- **Third prize visual and structural categories:**  
**300 USD**
- **“Malban” and nougat category :**  
**1,000 USD** (one prize)



## DATES:

- For Lebanon: Entries should be submitted by **January 31 2011 at 5:00 pm** at LibanPack, Sin el Fil, Tayyar Center 4th floor
- For Syria, Jordan, and Egypt: Entries should be sent by **February 10 2011 at 5:00pm** at LibanPack, Sin el Fil, Tayyar Center 4<sup>th</sup> floor
- Entries should be accompanied by a filled application if not sent to LibanPack earlier by e-mail .

**Registration is free of charge.**



## CONTACT US:

### **LibanPack**

Association of Lebanese Industrialists

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**Thank you !**