

48 HR REPACK

IoPP “48 HR Re-Pack” Student Design Competition

Frequently asked questions

How do I register for the competition?

Simply register online at www.48hrrepack.com and enter your contact information.

Make sure you mark competition@48hrrepack.com in your “safe senders list” that way we don’t end up in your junk mail folder.

Team Size?

There can be only 5 students per team.

Who is eligible?

This contest is open to all students enrolled in a design or packaging related program in a recognized College or University. Teams made up of eligible students (5 students per team maximum) are also encouraged. Agents and employees of the sponsoring companies are excluded from entering. Entrants must be 18 years or older.

I am registered – What happens next?

On Friday, January 31st, 2025 at 7 pm EST you will receive an email from us that reveals the design challenge for the 2025 “48 Hour Re-Pack” competition. Pick the one challenge you want to work on to create your design. All entries must be submitted back to us by Sunday, February 2nd, 2025 at 7 pm EST.

What if I have questions?

You can contact competition@48hrrepack.com during business hours.

During the competition weekend, emails will be checked Saturday morning only.

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How do I submit my design?

All documents and designs can be up-loaded through the “Submit Project” section on our website (<https://48hrrepack.com/submit-project/>).

You will need the information below when uploading your design project:

Team Information

- Team Name
- Primary Contact Email

Forms:

- Entry Form
- Student IDs for all team members

Project Details

- Project Title
- School Name
- Names of Team Members
- Design Rational supporting your entry, maximum 500 words, plain text
You also can upload a styled Word document (.docx) or PDF

Your Design Submission (Project Images):

Images should be uploaded in a zipped folder if you have more than three (3) images. The total size of the zipped folder cannot exceed 15MB.

- 1 Hero Image - 1000 pixels (w) x 500 pixels (h) at 72 dpi (2:1 ratio) of your product design
- 2-4 Gallery Images – 1080 pixels (w) x 810 pixels (h) at 72 dpi (4:3 ratio) to show off your product from different angles and functionality
- 1 YouTube style video with your “sales pitch”, max. 2 minutes Provide the link to the video URL on YouTube.

You can also upload a small mp4 video file if it does not exceed 20MB in size.

How to upload your video on YouTube

A general instruction how to upload a video on YouTube can be found here:

<http://www.youtube.com/watch?v=qFyIT7rVZ0Q>.

You may use the private feature instead of public, when deciding who can watch the video. That way you have better control over your idea. Make sure you leave enough time for the upload. Depending on your file size and upload speed it may take longer than you think. Make sure you send us the URL to your video.

What video file format should I send

We prefer a compressed but still good quality .mp4 video file that does not exceed 20MB in size.

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What are the criteria the design is being judged by?

- 20%** **Promotes responsible use of materials.** Your package should use renewable or recycled materials, be recyclable, and promote recycling.
- 15%** **Improved functionality.** Good packages are easy to use. Does your package promote consumer convenience - i.e. easy transporting, handling, opening, dispensing, resealing, preparing or reuse?
- 15%** **Creativity and originality.** How did you approach the problem in a new and revolutionary way? How does your product stand out on the shelf?
- 10%** **Practicality.** Designed for Business – hits the sweet spot between what a consumer will desire and can afford and what a manufacturer can produce for a profit.
- 15%** **Emotional Connection.** Besides its functional value, does your package create the emotional connection with the consumer, can it create a “got to have it” feel at the point of purchase.
- 25%** **Presentation.** Presentation of the idea is often ignored until last but is often the key to a winning idea. Entrants will be allowed to submit supporting documentation (in .pdf) and a video (via YouTube or via ftp server) to convey their ideas. (Package images are required.)