

## Seed Pack Wins CPI-Sponsored Award

The winners of the CPI-sponsored Starpack Student Award, Santi Tonsukha and Adam Paterson, have demonstrated how corrugated packaging can be used in a totally new way. They have created a “grow your own” pack for fruit and vegetable seeds, ideal for novice gardeners.

Their research programme revealed that gardeners tend not to use all the seeds in a pack at once, and that allotment holders generally prefer to grow and eat a range of produce rather than harvesting a large amount of the same crop. Equipped with these two insights, the award winners designed a seed packet that takes advantage of the unique structure of corrugated by storing a range of seeds within its flutes. This enables each variety of seed to be held in thin rows, allowing them to be easily and controllably shaken out.



*The winning design*



*Andrew Barnetson presents the award to Santi Tonsukha*

The 100% recyclable and re-sealable pack, made from a single piece of corrugated, met the CPI's brief of being simple, sustainable and innovative. The natural matt colour and aesthetic of the pack presents information clearly, in contrast to other seed packages that can be confusing to the novice gardener.

Santi Tonsukha and Adam Paterson will soon be graduating from the Innovation Design Engineering course, a joint two-year double Masters between Royal College of Art and Imperial College London.

Andrew Barnetson, Corrugated Sector Manager of CPI, said: “Full marks to Santi and Adam for showing us how corrugated packaging can be used in a new and fresh way, utilising its versatility, branding and environmental credentials. They thoroughly deserve this award. This type of work augurs well for the future of packaging design in the UK.”

### ENDS

For further information please contact Andrew Barnetson, Corrugated Sector Manager, on 07775 771662 or email [abarnetson@paper.org.uk](mailto:abarnetson@paper.org.uk).

**Notes to Editors**

- CPI is the voice of the paper industry in the UK, representing papermakers, tissue manufacturers, corrugated packaging producers and recovered paper merchants.
- CPI represents 75 companies, with a combined annual turnover of £4 billion and 24,500 personnel.
- Over 80% of all corrugated cardboard boxes are recycled, giving the corrugated industry the best UK recycling rate of all packaging materials.
- For additional information on the UK paper industry, in the first instance, please contact Catherine Waterfield, External Affairs Coordinator, on 01793 889612 or email [cwaterfield@paper.org.uk](mailto:cwaterfield@paper.org.uk). Alternatively, please visit: <http://www.paper.org.uk>.