

# The art of packaging

We have to treasure our world, says brand consultant Charles Ng. Metsä Board's Better with Less – Design Challenge aims to inspire designers to create innovative, sustainable packaging with limited natural resources. ANNA GUSTAFSSON Photos: [Unsplash](#) & [Metsä Board](#)

“I am so excited. I want to see innovation; I want to see smart ideas that blow my mind. I want to see new uses of materials; I want to see new uses of paperboard. I think paperboard is being used in so incredible new ways now. I want to see things that break the barrier,” says **Andrew Gibbs**.

Gibbs is the CEO, founder and editor of *The Dieline*, a media brand for consumer packaging and consumer brands. Gibbs is also a jury member in The Better with Less – Design Challenge.

The competition was founded to speed up sustainable, innovative package ideas for cosmetics, e-commerce and food packaging. It is an open competition not only for professional designers, but for packaging design students as well.

Along with monetary prizes for best innovations, Metsä Board will award one student with an opportunity for an internship with the company's packaging design team. The winners will be announced in spring 2020.

Last year, when the competition was held for the first time, there were over 300 entries from 38 countries. The winning design was an innovative, environmentally friendly paperboard-based alternative to plastic bubble wrap. A tough act to follow, reckons jury member, **Stefan Junge**, Professor in Packaging Technology at Beuth University of Applied Sciences Berlin.

“I was amazed by last year's winning concept, because it was using less material with no die cut waste and with very smart 3D bending performance. It will be difficult to top that in this year's challenge, but I am very excited to see inspiring new ideas,” Junge says.

#### The resources are limited

Packaging industry has found new meaning in today's culture of always seeking new experiences through consumption. The internet is filled with unboxing videos, where the package liter-



ANDREW GIBBS



STEFAN JUNGE

“Better consumer experiences with less environmental impact.”

your  
design  
here



## Do more by using less is at the core of **Better with Less – Design Challenge.**

ally takes the center stage. Good package design is seen as something that adds value to brands, consumers and companies.

“The growing focus on the environment makes this an interesting time for the packaging industry and therefore designers, who have a crucial role to play. Packaging is being re-examined in a greener light and the more designers are thinking out of the box, the more innovative the solutions will be,” says **Alissa Demorest**, jury member and Editor in chief of luxury packaging magazine *Formes de Luxe*.

All jury members agree that good design can play a crucial role in reducing the impact of consuming on the environment. Brand consultant **Charles Ng**, founder of financial services pro-

vider MCL Group based in Hong Kong, takes a long-term perspective on the matter.

“Natural resources are limited, and we have to treasure our things. In old China we treasured things very well, but after the industrialization it changed, we have not respected natural things as much. We designers can think deeply about how things can be used by people to treasure our world,” Charles Ng says.

### **Do more with less**

Along with sustainability, what are the current trends in packaging industry? **Ilkka Harju**, the competition’s chairman and member of the jury, sees a clear trend towards natural materials in today’s packaging.



**ALISSA DEMOREST**



CHARLES NG



ILKKA HARJU



CLARK GOOLSBY



“I think at the moment natural surfaces are a quite big trend. You can get a very nice contrast when you combine natural surfaces with graphic design and special effects,” says Harju, who is Metsä Board’s Packaging Services Director EMEA and APAC.

All jury members have high expectations for the paperboard industry. Junge encourages close interaction between the industries.

“The formability of paperboard in 3D should still be improved to allow more options. The real progress comes when a board-based solution gives the product the same protection as other materials with the same, or ideally less weight,” Junge reminds.

“Simplifying things and aiming to do more by using less is at the core of Better with Less – Design Challenge”, says jury member and Chief

## Follow the competition in social media with the hashtag **#betterwithless**.

Creative Officer of Chase Design Group, **Clark Goolsby**.

“Trying to make things simpler for consumers, as well as for the sake of the planet, is basically what we are trying to do as designers. I think Better with Less captures it perfectly; what we need more than anything is new, creative and inspiring solutions”, Goolsby highlights. ●