

BMi Research sponsors the Student Gold Pack Awards

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Paula du Toit, a packaging and technology student from the Institute of Packaging South Africa (IPSA), was awarded IPSA's Student Gold Pack Award for the best research project in the packaging category which BMi Research annually sponsors.



Paula du Toit, packaging and technology student from the Institute of Packaging South Africa (IPSA) with her Student Gold Pack Award, and Gareth Pearson, CEO of BMi Research.

Paula's attention to detail and information depicted a well-planned strategy and the judges along with BMi Research were particularly impressed by the research behind her remarkable brief and design. At BMi Research we see the Annual Student Gold Pack Awards as a strategically vital initiative to bring fresh design and creative talent into the packaging industry. By supporting the awards through a special research award, we are rewarding students who apply research into their ideas and creative offers. Using research assists the students in fast-tracking their own insights into substrate and design combinations which have been successful and then to apply these learnings to their own design.

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