Washington State Students Win
PLACE Student Packaging Design Competition

A team of five students from Washington State University’s packaging program won first place in the 2012 PLACE Student Packaging Design Competition for their boteFlex design. Ofero Caparino, Sumeet Dhawan, Fermin Resurreccion, Roopesh Syamaladevi, and Wenjia Zhang were awarded $350 for the innovative design. BoteFlex is an expandable or collapsible bottle designed to contain value-added food powders such as baby formula. The design included an expandable bottle, flexible straw and a secondary packaging cardboard/polymer-based box. The collapsed bottle is sufficient to contain the powder. The expanded design provides the necessary volume for both the powder and the required water to make the drink.

The second place prize of $150 was earned by Jordan Unser a packaging major at University of Wisconsin – Stout. His winning design was for HYDROPAK, a water soluble pouch that contains drink powders. When the pouch is placed in water it dissolves releasing its contents into the water. The pouch is constructed out of edible cellulosic fibers.

Thank you to MICA Corporation for sponsoring the 2012 PLACE Student Packaging Design Competition.