



Stout Outlook

News for Stout Alumni,
Parents and Friends

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UW-Stout Alumni Association

Building the best box

Students design winning package for premium golf balls

UW-Stout packaging and graphic design students recently joined forces to meet a real-world packaging challenge for Acculine Inc., a manufacturer of golf clubs. The company invited the students to enter a competition to develop a package for their new premium line of Peerless 20/20 golf balls.

Graphic design student Jessica Kooiman and packaging students Matt Lannigan, Laszlo Titkos and Chris Kidd received the bronze award in the competition out of some 50 other entries. The National Paperbox Association and the Paperbox Industry Foundation host this National Student Design Competition each year. UW-Stout students have received both silver and bronze awards for their designs for the past several years.

Meeting the criteria

Students in instructor Claire Sand's consumer packaging course and Nagesh Shinde's packaging graphics course collaborated in teams to create numerous designs for the competition. Each team sketched out several ideas and developed, presented and critiqued three prototypes to reach a final prototype to enter into the competition.

Acculine's specific charge to the students was to design a folding paperboard carton that would offer adequate protection to the product, reduce post-consumer waste, pack and display easily, and contain at least six balls to minimize cost. While taking all these factors into consideration, the students were also instructed to create packages and graphics that convey quality, accuracy, exclusivity, uniqueness, vision and excellence.

Graphic design student Will Eckhoff said his team's diamond-shaped design fits well with Acculine's Peerless 20/20 marketing theme. "They want to show that their product is unlike any other, because the balls are 20 percent more accurate and travel 20 yards shorter. It's quality verses quantity," he said.

Graphic design student Sarah Osborn said her team wanted to project accuracy and movement with their circular package design.

"Our ultimate goal was to design something that stands out from all the other designs, just like the product stands apart from its competitors," added teammate Katy Wild.

"I am always amazed that although each team is working on the same challenges, each comes up with a different solution. Seeing that there is more than one design to meet a packaging challenge helps students become more flexible in their approach," said Sand.

Gelling two realms

In previous years, Shinde and Sand spread the student project out across the entire semester. This time they asked the teams to focus on the project for just three weeks.

"This short, intense focus resulted in more polished package designs," said Sand.

When Sand worked in the packaging industry in the early 1990s, packages were often designed, she said, without graphic design input. Since then, the level of cooperation between graphic design and packaging professionals has dramatically increased. This collaboration encourages packaging professionals to explore further possibilities, she said.

"When they work alongside graphic design students, packaging students are more willing to try something that they otherwise might have deemed impossible," said Sand.

Shinde pointed out that this experience will help his design students prepare to work in an increasingly global marketplace where designers must have a diverse set of skills. "These interdisciplinary collaborative projects provide a platform for idea exchange," he said.

Real-world experience

Shinde and Sand expect that the work the students did for the NPBA competition will make them more marketable as they search for jobs. The students agreed that solving a problem for a real-life company like Acculine will have an important impact on their future careers.

"This was the first packaging experience I have had that felt so real to me," said Titkos.

"These interdisciplinary collaborative projects provide a platform for idea exchange."

Nagesh Shinde



Students (l to r) Joey Lynn Komenec, Katy Wild, Ben Lancette and Sarah Osborn exhibit their circular design for Acculine's new premium line of Peerless 20/20 golf balls.



Students (l to r) Jessica Kooiman, Chris Kidd, Matt Lannigan and Laszlo Titkos demonstrate the golf ball package they designed and produced. The National Paperbox Association awarded the students a bronze award for their prototype.

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