

An illustration of a person with dark hair, wearing a green cap, sunglasses, a green and white plaid shirt, black pants, and white sneakers. They are carrying a large green backpack and are standing on a dark, jagged rock formation. They are looking out over a stylized landscape with rolling green hills, a winding white path, and three birds flying in the sky. The background is a light green gradient with large, soft-edged green shapes.

SUGARPOP PACKAGING

by
Team Box Project

OUR TEAM



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MBA & Masters of Industrial Design '21



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Masters of Industrial Design '23

Idea Conception

PEOPLE



Customer Goals
Usability
Seamless Journey

PLANET



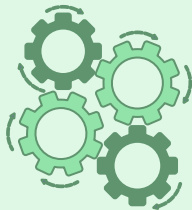
Recyclable
Compostable
Or Better

PROFIT



Fits into Current Process
Brand Color Friendly
Cost Efficient

MANUFACTURERS & BRANDS



FUNCTIONS

Manufacturing
Assembly
Bulk Transport

NEEDS

Speed & Efficiency
Brand Flexibility
Low-Cost
Sustainability

DISTRIBUTORS



Bulk Transport
Separate & Stack

Speed & Efficiency
Security & Stability

CONSUMERS

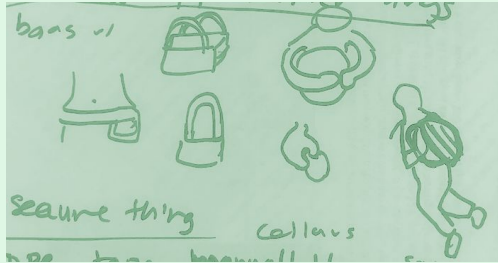


Transport
Separate
Re-secure
Recycle/Re-use

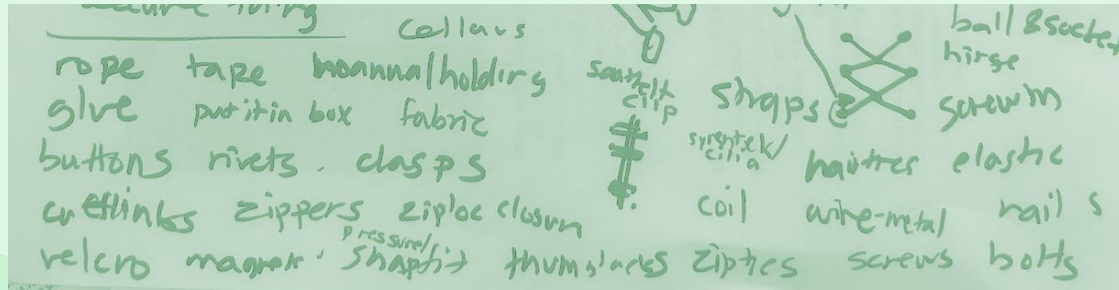
Security
"Ready to Drink"
Sustainability

Sustainability: Recyclable, Biodegradable, or Better

HOW DO WE CARRY?



HOW DO WE SECURE?



SUSTAINABILITY?

Goal: Increase Sustainability in Manufacturing & End of Life

Minimize Material

Abundant & Regenerative
Bamboo, Bagasse, Mycelium...

Biodegradables
Food, Paper, SWB's Edible Rings, Fiber Waste Materials...

Highly Recyclable
Aluminum, LDPE, paper, cardboard...

Challenges & Highlights



GRIP FRIENDLY

Creating a balanced & stowable handle



MINIMAL MATERIAL

Use few materials while maintaining UX



STACKABLE

Maintaining structural integrity while stacked multiple containers high



PRINTER FRIENDLY

Many sustainable materials are not suitable for brand colors



TIME

Between work and school, we had a very limited timeframe



PROTOTYPING

We used corrugated cardboard and reused beverage boxes

Final Design Features



Collapsible Handle

Slides in to lie flat for easy stacking and storing

Snap Fit Cans

Lightweight, molded pulp form allows for cans to be easily snapped into place

Branding Opportunities

Dyeable and printable, this design provides ample space for branding

Breakaway

Packaging breaks clean to release can

Modular Design - Assemble and Cut

Linear strips of flat packaging allow for cans to be quick snapped in along an assembly line, cut to multiple configurations (4, 6, or 8 pack), and stacked

Molded Pulp Material - KartaPack Begasse

A waste product of sugar processing, Begasse is non-toxic, adhesive-free, and 100% biodegradable and recyclable. This design includes just enough material for comparable strength and stiffness to current plastic rings.



THANKS

Do you have any questions?



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