



48HR REPACK CHALLENGE

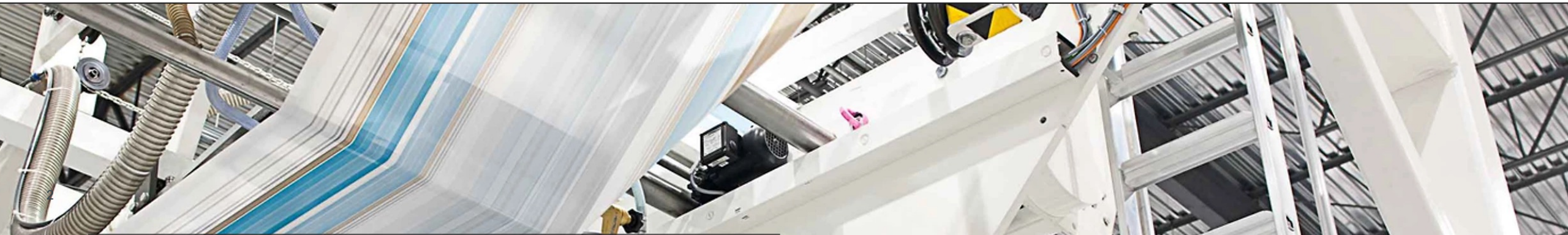
BRIEF



Innovative Packaging Solutions

Platixx FFS Technologies is a division of Balcan Innovations located just outside of Montreal, Canada. Balcan Packaging is dedicated to manufacturing, selling, and distributing high-quality technical films and flexible packaging products for customers across North America. For 50+ years, our technical expertise and commitment to quality have empowered us to develop an expansive catalog of customizable products trusted nationwide.

Platixx FFS is a manufacturer of quality Shrink Film, Tissue Overwrap, Industrial Form-Fill-Seal and Valve bags.



Challenge 1

[Choose one of the two challenges]



Challenge 1: Cold & Convenient

Project Scope

Let's redesign a 10-pack, 200mL juice box multipack* to be perfect for the refrigerator. Consumers are seven times more likely to consume a beverage that is cold vs. warm.

Background

In the Beverage Category, multipacks (4-packs, 12-packs, 24-packs, etc.) come in a variety of sizes and materials. Like many beverage packages, **plastic shrink-film multipacks** often present consumers with pain points across the following: **Accessibility**(getting to the drinks inside), **Trackability** (seeing how many drinks remain), **Portability** (getting multipacks from the store and into the home), **Recyclability** (getting the packaging recycled) and **Space Management** (getting enough space for these beverages while competing with other items in the home).

Objective

- Your task is to redesign a 10-pack, 200mL juice box multipack*—keeping in mind the pain points above.
- Please assume that the core material is shrink film made from recycled Polyethylene (PE).
- Also remember to capture both kids' and moms' attention through graphic communication.



*Students'/Team's Choice. Not Brand Specific

ARE YOU UP TO THE CHALLENGE?

Challenge 2

[Choose one of the two challenges]



Challenge 2: Pantry Pack

Project Scope

Whether you are in a one-bedroom condo or a luxury home, pantries are often undersized. Let's redesign a 40-pack, 200mL juice box multipack* to be perfect for the pantry.

Background

In the Beverage Category, multipacks (4-packs, 12-packs, 24-packs, etc.) come in a variety of sizes and materials. Like many beverage packages, **plastic shrink-film multipacks** often present consumers with pain points across the following: **Accessibility**(getting to the drinks inside), **Trackability** (seeing how many drinks remain), **Portability** (getting multipacks from the store and into the home), **Recyclability** (getting the packaging recycled) and **Space Management** (getting enough space for these beverages while competing with other items in the home).

Objective

- Your task is to redesign a “pantry friendly” 40-pack, 200mL juice box multipack*—keeping in mind the pain points above.
- Please assume that the core material is shrink film made from recycled Polyethylene (PE).
- Please assume four (4) different flavors (variety pack) in this multipack*.



*Students'/Team's Choice. Not Brand Specific

ARE YOU UP TO THE CHALLENGE?

Deliverables



Project Deliverables and Expectations

1. Choose one of the challenges and execute idea creating:

- High res photos of the 3D mock up
- High res images or drawings that showcase the design
- Design rationale
- YouTube video with the sales pitch

Please also check out the information on the new process for project submissions through the 48HR REPACK website.

2. One of the solutions, or components of multiple solutions, may be commercialized by Plastixx FFS Technologies
3. The students may use the name, logos, or trademarks for Plastixx FFS products in preparation of the challenge submissions to deliver professional / appropriate to a corporate environment

www.plastixxffs.com

Good Luck!

[Submit the design project at www.48hrrepack.com]