

Our team chose the Coca-Cola challenge and immediately began to brainstorm different ideas for a fun way to share a coke. Our first idea was a package that related to a wishbone. We wanted the packaging to break in the middle of the two cans when pulled apart and have one break be bigger than the other. Choosing materials was difficult because having a brittle packaging design would most likely have to be a non-recyclable plastic, so we decided to choose a different route. Keeping the same idea of breaking the packaging with a partner, we switched to a cardboard material that wrapped around the cans fully. Taking inspiration from Pillsbury packaging, we liked the idea of breaking the package through the middle and thought it would be a good way to share with a friend. Wrapping cardboard around two 7.5oz cans was difficult to do without having creases and uneven surfaces so our team decided to score the back of the cardboard every  $\frac{1}{8}$  of an inch. This made it so we could get a consistent radius around the cans and put smooth graphics on the cardboard. Adding score marks to the middle of the cardboard cylinder makes it easy to rip apart. Our group decided that cutouts in the cardboard would be a good design choice because it would show the two cans inside, therefore creating red text color for the cardboard cutouts. For the ends of the packaging, the same type of cardboard is used and the two circles are glued together at each end to form a closed cylinder. When the user purchases the two packs of coke cans, it is easily shareable with a friend due to the perforated middle of the package. One can twist the package with a friend and break it through the middle. After that, you take the coke can out of the package and drink it with your buddy. The cardboard cylinder is cheap to produce and can be easily transported to vendors. The broken cardboard can also double as a can cozy for all the ice cold coke in the summer time. This is a new way of sharing a coke and brings an interesting new take to the coke packaging we all know and love.