

48 Hour Repack 2022 - Team Boba 2.0 - Compact Cooler

Since 1947, Hi-C has been a nostalgic drink from many people's childhoods. Our popular drink boxes contain a full day's supply of Vitamin C, is made with real fruit juice, and has the great taste your kids love! Flash forward to 2022 and Hi-C still has fans of all ages. Throughout the decades of Hi-C delivering happiness to children across the nation, there has been an increasing need for more efficient and sustainable packaging. With a vision to promote a cleaner environment for us and for our children, we are proud to introduce the Compact Cooler – a 100% recyclable and progressive alternative to plastic shrink-film multipacks. The Compact Cooler showcases the solutions to common problems in the industry: accessibility, trackability, portability, recyclability, space management, and improved graphic communication.

Our new and improved variety pack eliminates the need for widely used polyethylene (PE) shrink films by implementing recyclable paperboard as an eco-friendly alternative. Our paperboard packaging contains no additives that allow for an easy 1-step recycling process. To ease confusion and raise awareness about how to dispose of products, a How2Recycle label is placed on the variety pack for straightforward recycling steps.

For parents and Hi-C lovers, we understand the importance of an attentive package that is stress-free and effortless. Our Compact Cooler allows you to achieve that with accessibility, trackability, and portability features for easy use. Our paperboard redesign still has similar protective properties as a PE shrink film, but this change allows for improved accessibility compared to the PE film that people tend to struggle to rip. We also added a dispensing tab on the side of the package for easy access. A friendly perforated friction tab with cutouts for finger placement emphasizes the straightforward act of opening the package. Additionally, our modular structure allows for an effortless fit in any refrigerator through a stackable design that optimizes space management.

Since our variety multipack is a shareable product, we want to ensure you are able to conveniently carry our products to your home or any event. This is why we added the multipurpose fruit cut outs located on the top of the multipack to guarantee that you can still grab a hold of the package wherever you go. It's not only practical, but also allows consumers to see through the paperboard design and keep track of how many juice boxes are left– perfect for knowing when to restock on Hi-C!

We kept the classic, retro drink box design but added a touch of modernity and sense of youthfulness so it stays recognizable to all who once knew the brand and to all who are still current fans. With the goal to reinstate Hi-C to compete with its modern competitors, we are sure you won't miss our Compact Cooler on the shelves. Our lively and refreshing graphics and familiar fruity flavors will make you feel nostalgic! Flavor your fun with real fruit juice – anytime, anywhere.

Youtube video link

<https://youtu.be/4tmD4Z1V3bl>