

Corrugenius – Design Rationale

In recent decades, the food delivery market has tripled, becoming a more prevalent option, especially among Generation Z. As more businesses enter this space, the demand for reliable food packaging solutions is high.

We're excited to introduce our shared combo-meal delivery box that is not only aesthetically pleasing, and easy to use and produce, but it is also a delivery services' dream!

This 7-Eleven meal box can be opened in a presentation manner, by separating both handles, allowing consumers to view their combo order via drink holder and various stacked food trays. This box allows consumers to have a more personalized experience every time they open the box.

Consumers can then access their order by simply sliding in and out each corrugated food tray, with the convenience of the drink placed in a structurally stable sleeve by its side. When finished with the meal, consumers can easily dispose of all the components of the box by simply undoing the tabs and collapsing the paper boards.

With the promotion of responsible use of materials in mind, we decided to use corrugated board and paperboard to ensure full recyclability, promoting renewability.

Our package not only serves the consumer but also works for the delivery service personnel. Our enclosed packaging which is 12 ¼" x 7 ½" x 11" is able to store within the standard dimensions of a delivery bag. The included internal cup holder ensures the containment does not interfere with other packages within the bag. Furthermore, the clip handle promotes ease of transportation and safe handling through the "pull-and-tuck" tab.

Our distinct structure can be displayed in stores while also allowing for various advertising spaces for the business both on the outside panels and inside.

Our package can be scaled to the liking of the business with the ability to insert various sizes of trays depending on the size of the order. This structure is what will differentiate 7-Eleven from other brands in the delivery space. This box would also act as a universal package, as our trays are big enough to allow for a mix and match from a selection of 7-Eleven fresh food items.

The inner structure of the box that holds the trays and the drink consists of one sheet of paper board, allowing employees to easily assemble the box inside.