Juice boxes coat parents in nostalgia while creating new memories for young ones. Why would you want the frustrations of plastic shrink-film to impact this experience? In order to maintain the joy of poking a straw into a delicious orange interior, we crafted a package that removes the shrink-film in a fun way. Our team created the Snap to Sip modular multipack to put the joy back in juice.

The “Snap” of the Snap and Sip comes from popping the perforated shrink-film that surrounds the box. When split in two, the shrink-film is much easier to remove. Similar to a wishbone, it’s fun to break anything in two. The user is left with a well-organized container to arrange as they wish, or tear into two sections.

Accessibility & Trackability:

The open gates on the sides of each module allow for easy hand access. In addition, the gates reveal exactly how many boxes are left.

Portability & Space Management:

The strength of the interior and central handle allow for easy transport from store to cart to home. The flexibility of the dual-module design makes the Snap to Snip perfect for fridge shelves and drawers.

Recyclability:

The Snap to Sip multipack is made from recycled Polyethylene (PE) with 100% recyclable SBB structured interior.

Design:

We adopted the Minute Maid brand image with warm, poppy colors and cute hand-drawn icons. This design feels fresh amongst the typical rectangular palettes. We aspire to save the planet for the next generation, and make fun memories with them.