# Delivery Packaging Combo Program - Design Rational

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**Project Title**: 7-Eleven Challenge

**Objective**: Ensure the product is easy to pack, safe for delivery, and user-friendly.



**Packaging Product Strengths**

**Pizza Box:**

1. **Pizza Security:** Features a locking mechanism to securely lock the pizza in place.
2. **Mess-Free Handling:** The perforation on the top and bottom allows easy peeling of the container into halves, making it easy to access your pizza without getting your hands dirty.
3. **Eco-Friendly:** Made entirely from paperboard, eliminating plastic waste.

**Food Container:**

1. **Versatile Fit:** Suitable for almost any item in 7-11 fresh food offerings, making it a universal container for various foods.
2. **Space-Saving Design:** Can be easily collapsed to save storage space on-site.
3. **Convenient Handling:** Easy to assemble and safe to carry.

**Combo Pack for Delivery:**

1. **Ample Space:** Features three separate compartments for meals, a secure space for drinks, and additional space on top for a box of cookies.
2. **Drink Security:** A holder at the bottom ensures drinks are delivered securely.
3. **Efficient Storage:** Can be collapsed flat and quickly folded, maximizing space efficiency and streamlining work processes.

**Conclusion**

In short, our new packaging products are practical, easy to use, and good for the environment. The **Pizza Box** keeps pizza safe with a special lock, is easy to open without getting your hands dirty, and is made from paper, not plastic. The **Food Container** fits different kinds of food from 7-11, can be folded to save space, and is easy to carry. The **Combo Pack for Delivery** has enough room for meals, drinks, and even cookies, with a secure holder for drinks and a design that folds flat to save space and make assembly quick.

These packaging solutions show our dedication to providing high-quality, practical, and eco-friendly options for food delivery and storage. They meet our customers' needs while also helping the environment.