

Westrock Accessibility Repack – *evvori* Rice

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IOPP 48 Hour Repack

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Executive Summary

The primary focus of our accessible packaging design is to enhance the overall user experience for everyone, regardless of physical or cognitive abilities. Recognizing the challenges faced by individuals with disabilities, we identified key areas that needed improvement in traditional packaging. Our innovative approach to rice packaging is a testament to our commitment to inclusivity, practicality, creativity, emotional connection, and environmental responsibility. The result is *evvori*, our rice package design that combines functionality, aesthetics, and sustainability.

Improved functionality is a hallmark of our design. The ergonomic curved design, complemented by thoughtful grip elements, aims to make the simple act of holding and handling the package a comfortable experience, especially for those with arthritis or Parkinson's. The easy-open spout, initially sealed internally for tamper evidence, ensures convenient dispensing, resealing, and control for measuring. The flap-open design allows for effortless opening, and automatic breaking of the seal, even for those with limited finger strength or the availability of only one hand. Additionally, the package can be easily re-closed ensuring freshness and convenience for small households. The compact design facilitates easy storage, making it a versatile choice for consumers with limited space. Raised elements, like braille, ensures easy product identification for the blind, while a tactile QR code links to a video with audio, visual, and text instructions, catering to those with an array of visual or auditory limitations. Simplified printed instructions with icons are displayed on one panel, while another panel appeals to those with dietary disabilities and can easily find relevant certifications like certified gluten-free for those with celiac disease.

Creativity and originality are not limited to the functionality alone, but shine through in the vibrant and fun colors of our packaging. With a variety of color combinations, each corresponding to a different rice variety, the package stands out on the shelf, creating a visually appealing and engaging presence while celebrating diversity. Unique rice mascots associated with each variety add an extra layer of creativity and joy, contributing to the emotional connection consumers may feel at the point of purchase.

To promote responsible use of materials, we used coated kraft paperboard – a renewable and recyclable material. This ensures that our packaging not only minimizes its environmental impact but also supports the global initiative towards sustainable practices with end-of-life solutions, contributing to a circular economy. The use of a renewable material aligns with our commitment to responsible design, contributing to a greener, more eco-conscious future. The practicality of the single-die-cut design strikes

a balance between consumer desires, affordability, and manufacturer profitability, making it an ideal choice for both households and manufacturers.

In conclusion, our accessible rice packaging is a pioneering solution that embodies inclusivity, sustainability, and practicality. By addressing the diverse needs of consumers with disabilities, promoting the responsible use of materials, and fostering an emotional connection through creativity, our design sets a new standard in the packaging industry. This revolutionary approach showcases the potential for positive change, illustrating that design can be both innovative and inclusive while respecting the environment.