

Team Hotbox: Max, Nikki, Will, Emmitt

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Design Rationale

Lying on doorsteps, closets, garages, and anywhere out of sight, are the boxes of the online shipping revolution. Paper packaging products of the multi-*trillion* dollar e-commerce industry are becoming more and more prevalent in waste management systems, or in your basement. Much like these multiplying boxes, we are all also familiar with the motley collection of cleaning products that accumulate under the sink, in the laundry room, and anywhere cobweb-adjacent. Reduction of waste is the future of the packaging industry, so we have developed a sustainable product, with accompanying efficient packaging.

Using the e-commerce shipper prompt from WestRock, we created a package that wraps protection, transportation, and information all in a beautifully branded box. Our brand new company, ideated for this project, is a sustainable cleaning supplies company called Squid, Inc. We wanted to come up with a corporation in an industry that is known for producing products that have questionable health and sustainability records. Squid, Inc. uses the antimicrobial properties of squid ink, along with natural ingredients, to deliver excellent cleaning firepower, along with refillable spray bottles, and minimal packaging. Customers would order one glass spray bottle, and multiple vials of concentrated cleaning solution. By adding water and concentrate to the spray bottle, consumers can make their products last longer, and reduce the amount of plastic containers they use. The concentrate in the vials is strong enough that you only need to use a little bit at a time, so you can go months without having to restock.

Our e-commerce shipper exemplifies our brand's commitment to simplicity and excellence, with minimal material usage, and secure, informative packaging. Using a light, strong corrugated microflute material, our shipper doesn't need the safety of primary protective packaging, or the piles of packaging peanuts. The compact, solid structure enables it to survive transport, especially when the contents are fragile and spillable. Snug inserts hold the products in a state of suspension, where the glass bottle and vials won't be

affected by impacts and jolts to the sides of the package. All six degrees of freedom are protected against. It's like a comfortable, corrugated hammock. Of course, all of this is easily recyclable. As it is made of only one material, the package can be recycled, or used by the customer to hold their products in a neat, orderly fashion. By creating a two-outcome situation for our box, we hope to completely eliminate any landfill waste with our products. Our branding identity reflects the properties of the product itself, and our fundamental priority: Sustainability.

Cutting down on packaging waste, using natural ingredients, promoting reusability and sustainability are the foundations upon which we built this project. Keep an eye out. Squid, Inc. will be looking to blot out the competition.