

Team Jinx
48 HR Packaging 2023
Carter Garfinkel, Paula Roxo, Emily Jeffrey, Nicolle Smith

Out-of-the-Box

Our team chose the WestRock Challenge 1: The Club Store Redesign. In today's world, there are more cardboard shipping boxes than ever, making the need for repurposing crucial. Unfortunately, it can be difficult to find another use for cardboard boxes after they are unpacked, leaving just another thing to be discarded. To combat this, we came up with Out-of-the-Box. Out-of-the-box, stays true to the time-tested design and functionality of the cardboard box, but also gives it a justifiable second life.

The Out-of-the-Box line for WestRock club store boxes is targeted towards parents with young children. Knowing how fast parents go through a vast array of essential products every week, they can now put the packaging to use and give their kids something exciting to look forward to. On the inside of every box are perforated or indented dielines of animals that parents and children can pop out and create their own cardboard toy animals. Our concept reduces ink usage while providing the consumer with a family friendly activity.

Out-of-the-Box products keep children in mind by making crafts safe and easy for all. Our design using perforated cut out cardboard toys removes the need for scissors or glue, making it a fully stand-alone functional toy. The box is all you need. From farm animals to jungle cats to ocean life; the potential themes are endless.

After all of the animal silhouettes are popped out of the side panels, the base of the box can be transformed into a scene for kids to put all their accessories inside and play with. Each piece of the animal has divots that interlock to assemble the full toy. Out-of-the-box utilizes up to 80% of the box and not only acts as the toy itself, but also as storage for the toys. Every few months a new theme will be released, bringing back customers and excitement to enjoy the next toy set.

With sustainability in mind, when you purchase products from the Out-of-the-box line, you receive 2 products in 1. Before recycling, the box can be reused as a toy for your toddler. This not only breaks down the box for better decomposition, but also gives the box a new life. Having cardboard toys also lowers the need to buy new toys that are not only made of plastic, but also packaged in plastic, making this a more sustainable option for children that are constantly evolving their taste in toys. The design gives parents an incentive to stay loyal to the brand and is also easily expandable beyond strictly children's products. Who doesn't love crafts? Let's play!