

Orange Crate

Plastixx FFS is a global supplier of plastic shrink wrap for leading beverage companies, such as Apple & Eve. These beverages come in a variety of packaging, some more accessible and convenient than others. Typically, when beverages are shrink wrapped, the convenience, accessibility and sustainability factors are often overlooked.

Enter the Orange Crate.

The Orange Crate is designed to rethink how beverages are stored and transported at home. The core of the design is a corrugated tray with shrink wrap to ensure containment during distribution. The carrier consists of two bundles of 5 juice boxes joined in the center. The Orange Crate has a convenient handle that can be folded flat when shrink wrapped for shipping, and allows both adult, and kid sized hands to carry the heavy bundle. Once at home, parents and children alike are able to separate the two rows because of the perforations in the handle, to save space in their fridge or their backpack.

The Apple & Eve brand was chosen for redesign because of their commitment to sustainability. They partner with TetraPak to use 100% sustainably sourced paperboard and have developed an initiative to maintain a low carbon circular economy in 2030. They are committed to reducing their carbon footprint across their entire value chain.

To address the environmental hazards imposed by improper disposal of shrink wrap and corrugated trays, the Orange Crate highlights Apple & Eve's sustainability efforts. Sustainability is directly integrated into the design from the recycling symbol cutout in the handle to the graphics that explain Apple & Eve's sustainability promise. The QR code allows parents to access the sustainability section of the Apple & Eve website, which will teach their children about using sustainable materials, proper recycling responsibilities, and the overall impact the product has on climate change.

The graphics have been specifically designed to cater to both children and parents, who can transport these juice boxes with ease. Kids can enjoy the leaf-shaped handle and bright colors when it's their turn to bring snacks to soccer practice or a playdate. Through inspiration derived from the realism of the brand's current logo and the intention of attracting both the younger and adult consumer bases, the Orange Crate features a cohesive and effective combination of art styles.

With innovative structural design and an emphasis on sustainable practice, the Orange Crate exemplifies the industry's need for a new, cohesive packaging solution. By educating parents and kids on the environmental impact of their products whilst prioritizing space management, the

Orange Crate sets itself apart from its competitors. It won't be long until the Orange Crate finds its way into millions of refrigerators across America.