

## **DESIGN RATIONALE**

As consumers buy more and more online, just getting products into their hands won't cut it anymore—it takes sustainable packaging that can scale to the needs of businesses and consumers.

Introducing the Z-Pak, a fresh new approach to small packaging needs. With a z-shaped corrugated insert, our design ensures any smaller products: from phones, cosmetic compacts to perfume bottles have limited motion in six degrees of freedom and are resistant to the shocks of shipping.

Using minimal materials, emphasizing usability & simplicity, the Z-Pak ensures e-commerce businesses have the tools necessary to meet their sustainability goals while providing consumers with a pleasing and simple package.