

Share a Coke, Share a Feeling

How can we make an experience out of sharing a coke with someone else while utilizing sustainable packaging? Our team decided to use 100% recyclable cardboard to join together two 7.05 oz mini Coca Cola cans to create a sharing experience. The hands are meant to signify where the users will grab to break open the packaging. This is done with a perforation line in the middle that easily tears the secondary packing in half. The fun and bold graphic design will allow the product to stand out in convenience store refrigerators. The simple single-shape and material packaging allows it to be easily recycled after use.

