

We wanted to target toward 100% sustainability with the PE flexible packaging as well as convenience for the consumer using a handle for pouring and easy-pour for the consumer to access the cement and grout easily. The press-and-seal closure that we chose was to allow for resealing for the consumer's convenience as well. Our design has a cube-like form, which would help greatly in palletization. Originally, the package was in a PET pail, which is not as easy to palletize and also slips easily on the shelves in retail, so we hope this this redesign can improve consumer experience as well as transportation experience.