

When shopping at big box stores like Costco, customers purchase bulk products in bulk sized packaging that end up in the waste after opening. This leads to various problems such as excess waste once the product reaches the customer. As a result our group decided to redesign a Annie's Organic bulk sized snack mix box sold at Costco with a secondary functional purpose in mind.

Our design innovatively creates a future for Annie's bulk packaging beyond the typical bulk package's lifecycle. The main appeal of our design is that it provides the consumer two purposes: one side that can be used as a pantry storage system for the existing cracker pouches, while the other half can be ripped in half to create a fully functional lunchbox for the consumer! Thanks to intricate perforations integrated into the original box dieline, our primary package protects our product and appears like any other bulk package on the shelf, once opened it can easily be transformed into a child's lunchbox. All the customer needs to do is follow the perforations with your hand, then the torn section can be easily folded into the final product.

Diving into the specifics regarding our rationale for the design elements in ArtiosCAD, we created a tear strip with perforations that travel across each principle display panel. As you travel from the top of the box to the bottom, the consumer first interacts with the primary Annie's branding, then see the tear strip along the middle of the box, followed by a clear outline of the lunchbox to punch out once the two components of the package are separated. Each principal display panel on the dieline holds the main handles of the lunchbox, while the two side panels contain the locking mechanism to connect to the PDP, When the consumer receives the box, both the top and bottom of the box will be glued shut, along with the side panel as well. This decision was made so that when the consumer tears off the two components, all they'll have to do is fold each principle and side display panel together, rather than having to use glue and scissors to construct the lunchbox.

The new Annie's Lunch Box Design allows kids to interact and have fun with the product they are purchasing. Instead of simply throwing away the package, they will be able to create something out of the box, then show off their creation to friends, family, their school, etc. This will benefit Annie's as a brand, as it builds brand awareness to others outside of the primary purchaser. This also opens future doors for Annie's, as they can create various collectable designs on their boxes for different seasons, holidays, etc. This gives customers a reason to continually return to Annie's as a company.