Coca Cola Challenge 1: Fridge Pack Refresh

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Rationale

1. **Uniqueness and Shelf Appeal**
   The package that our group, Packitechs, constructed will retain its original classic rectangular case. The side seams will be removed and friction fit holes will be utilized on top of the package to secure the cans within the packaging to allow stabilization during palletizing, storing, and the transfer from manufacturing/packaging plants of the product to consumer's hands and homes. One side of the package will feature perforated cuts which upon dismantling will allow the consumer to acquire two handles for easy and accessible transportation and handling.
   Additionally, our design is uncommon among canned beverage packaging. With the ability to rearrange the package to a handy traveling tertiary case, this provides the product with a unique appearance, which can be advantageous against competing canned beverages occupying the same aisle and attracting attention from potential consumers that are curious

2. **Ergonomic Functionality**
   Our design allows the consumer to easily transport a large pack of 12 cans from the retailer to their homes. With the ability to separate the box in half and pop out the two handles on the side, it makes for a more manageable task. The two handles on the side of the box are flush and perforated for optimal unitization so that boxes can be stacked next to or on top of one another without obstruction. Another aspect of this design is the option for the consumer to minimize storage space in fridges because the box can easily be separated in half once consumed.

3. **Sustainability**
   To improve the sustainability of the current package, this design reduces the amount of paperboard by 14% which also decreases the weight of the overall package. The paperboard is coated unbleached kraft with 20% recycled material. During transportation, a lighter package is more fuel-efficient, reducing the release of harmful toxins in the environment. Our package is printed using soy ink instead of traditional petroleum-based ink because it is easier to remove for recycling, is a renewable resource, and is biodegradable.

4. **Manufacturability**
   Our design will be made using Coated Unbleached Kraft which is durable and sustainable. It also has a clay coating which allows for a smooth printing surface. The package will use a can collar mechanism for cans to have a strong grip on the package. For the package to have the engaging and disengaging mechanism, it will need to do a 0° to 180° movement, and to achieve that, the layout of the package would have to be cut well and would need an anchor lock mechanism on opposite sides of the box to stay intact when being connected. Transportation is easy as it can be stored in two configurations as of the half box concept of our design and handling is easy too as the handles are firm and strong.

5. **Inspiration**
   We were inspired to design a package that is sustainable, creative, and durable. To do this we researched all three of these categories and designed a package that fulfills them.