

Design Rationale

Our lives have changed drastically since March 2020, and as we navigate to find our new 'normal,' it is important to keep ourselves and others' health in mind. Returning to the workplace is a challenge many people are experiencing, while also trying to be as health conscious as possible. With our new, microwavable coffee package, consumers do not need to worry about germs contaminating their drink- which could happen in a traditional coffee shop environment.

This single use, ready to drink product has multiple flavors all while being easy to use. With three easy steps, consumers will be able to fulfill their coffee cravings in just a few minutes from the comfort of their own home. First, the user must shake the mug to mix any settled product. Then, remove the shrink wrap, lid, and foil, and place in the microwave. Now, the product is ready so consumers can take on their day.

Our design consists of a rigid high density polyethylene (HDPE) mug and lid. This plastic is extremely durable, able to withstand high temperatures, and is dishwasher safe. The mug is surrounded by a corrugated sleeve, which provides insulation to the hot coffee while allowing users to hold their drink comfortably.

Below the lid is a thin, multilayer aluminum seal that is removed before use. This foil prevents leaks from occurring during transit while protecting the product from any outside environmental factors. As a final layer of tamper evidence clear shrink wrap is applied over the lid and top half of the mug. This wrap is composed of 100% biodegradable material, which is available from a variety of producers. Although the price of a biodegradable shrink wrap may be higher than traditional options, the value of being sustainable will continue to entice consumers to purchase this product multiple times.

The Heat 'N' Go package is environmentally conscious, with all but one of the components being curbside recyclable, reusable, or biodegradable. A How2Recycle label on the sleeve provides information on the intended disposal method. This package meets the modern consumers needs and wants by promoting a cleaner environment through a serviceable package.

Running slow? Grab a Heat 'N' Go.
America Runs on Dunkin'