

WestRock: Deliverables

48HR Repack

Design Rationale

Did you know that 850 million tons of cardboard is thrown away in the United States annually, which is roughly 1.4 million trees. We decided to come up with a solution using the new Re:Potted technology, we want to establish a sustainable alternative to traditional cardboard recycling industry by repurposing corrugated cardboard boxes you find at Sam's Club and Costco into planters to start to cultivate your plant bulbs! Once your new plants are cultivated in this product you could never turn back. Boxes are a great solution for starting bulbs because you can keep them growing inside longer, giving you stronger sprouts and seedlings. Once they are done sprouting, you can move the box into your garden so it can decompose. This approach is also perfect for kids and people who are just starting to cultivate from bulbs!

The Re:Potted technology is a new way to planting your bulbs for beginners. The first thing you do when you buy this box is when you open the box you are greeted with your big alocasia bulb which is wrapped in a non-toxic piece of parchment paper which is great for composting and sprouting your alocasia. There is also a nice thanking you for buying the product.

Designed with the average in bulk shopper and retail workers in mind the Re:Potted box was created with a handle at the top for easy pick up. In order to appeal to buyers at Sam's Club and Costco and all plant lovers everywhere our graphics were created to be very fun and all natural reflecting the brand personality of a fun ecofriendly sustainable company. It also creates kind of a unique unboxing and boxing experience for people of any age. The "Re:Potted" creates this fun opening with unfolding the tabs off the top then the handles falling off to the side creating a fun flower like pattern as it is laid out in front of you. We also created with product with a sustainability in the forefront of our minds also everything in this package is fully recyclable down to the wrapping around the bulbs! After your bulb sprouts and grows to where it can no longer fit in the box you can transfer the plant into its final permanent container.

Our one of the kind products Re: Potted will stand out from other plant bulbs package, but not only does it *enhance* new customers experience and unlocking fun new memories as you are starting your new life combating waste and new garden! Although old boring big packaging is a very strong presence in our society, this new sustainable eco potted box is going to sprout new roots.