

Abra, our corrugated paperboard packaging is easy to reproduce, scalable, and designed with accessibility in mind. It features an easily accessible handle and pull-tab, ergonomic shapes, and tactile-friendly surfaces. Abra's shape and features allows people with a range of dexterity limitations to easily open packages.

Accessibility isn't usually considered when designing packaging materials. We design for the person, not the product. Our mission is to create functional packaging that also serves as an instrument for inclusivity. Thoughtfully crafted for the individual including those with challenges associated with dexterity, we aim to empower individuals and foster independence. We are committed to developing inclusive packaging that actually works.

The prototype was designed to highlight accessibility. We innovated features including a handle to help with lifting, an easy pull tab, and the easy open door to access the product. The prism shape can be easily stacked together making it easy to ship.

Abra can be scaled for a variety of shipping purposes as well as customized to the business's brand identity. We are happy to produce a package design that is easily accessible to everyone regardless of their dexterity limitations.