

|| WESTROCK CHALLENGE 1

HUGGIES

Packaging boxes used to safeguard products during transportation and while they are on retail shelves are made from corrugated material board. Naturally, the box is thrown away after the product is removed, increasing the amount of packing waste. Why not take that box, modify it and store it for future use? The fact that corrugated can be reused in addition to being a renewable material is the part of it that is most underappreciated. Since the material is strong and adaptable, it may be reused repeatedly before being recycled. Our team selected this challenge to provide smart options to redesign corrugated retail box into fun and useful items that can be a part of the consumers house hold. For this re-designing we used our design and development skills to modify a basic retail box into three items – a small chair, storage box with shelf and a cat box.

Since diapers are routinely purchased and the boxes are discarded, we chose a box that sold diapers. We used ArtiosCAD to add crease lines to the keyline of the box, allowing users to cut and customize it into the three objects that our team settled on. The simplicity of creation and practicality were taken into consideration when redesigning.

A little chair that can accommodate a toddler up to 15 months old is our first redesign. The chair is made in an original and straightforward manner that makes it strong enough to support the toddler's weight. With children in mind, cartoon images were included. Our second redesign is a storage box with two shelves, this can be used to hold toys and other related items, this acts like a furniture item. Due to its compactness it can be placed anywhere in the living room or bedroom or under the bed. Last but not the least since we find cats very cute, we made a cat box. All the three prototypes were made out of a single box that gives consumers option to choose and create. The graphics of the original box were made in a way that it can blend well into all three redesigned items. Some of the graphics are intentionally left in black and white so the children can color and customize it to their liking. So let's get creative together and elevate our packaging to serve our future generations in multiple ways.