

Repack Titans: 7-Eleven 48HR Repack Challenge Submission

Project Title: Delivery Packaging Combo Program - Repack Titans Design

Opening Statement:

The food delivery market has seen an unprecedented surge in demand, with consumers increasingly expecting convenience, speed, and quality. Recognizing this trend, 7-Eleven has taken a bold step toward transforming the food delivery experience. As part of the 48HR Repack Challenge, the Repack Titans team has developed an innovative, sustainable, and highly functional packaging solution that redefines convenience and customer satisfaction while reflecting 7-Eleven's commitment to innovation.

Design Rationale:

The Repack Titans team proudly presents an innovative packaging solution tailored for 7-Eleven's Delivery Packaging Combo Program. Our design not only aligns with the project's goal of offering a mix-and-match meal program but also enhances the overall delivery experience by prioritizing efficiency and customer satisfaction.

Our primary packaging features dedicated compartments for a pizza slice, wings (5ct), a drink such as a Slurpee, and a side item like taquitos, cookies. Each container is designed to be spill-proof and keeps the contents fresh. For instance, the triangular pizza slice box securely holds the slice in place, preventing movement during delivery. This modular system integrates seamlessly into a carrier box, ensuring all components remain organized and intact throughout transit.

The outer box is the core of our design, combining functionality, sustainability, and branding. Constructed from durable, recyclable paperboard, it supports the weight and arrangement of all meal components while showcasing 7-Eleven's iconic branding with vibrant, high-quality prints. The box features an ergonomic handle on top, making it easy to carry for store staff and delivery drivers. Additionally, an easy-lock system secures the contents, protecting them from external elements, spills, or tampering. This locking mechanism is both quick to assemble and robust enough to ensure safe delivery.

Inside, the outer box includes separate compartments for each food item. These divisions prevent shifting or mixing of contents, keeping the meal intact and presentable upon arrival. A specialized compartment for the Big Gulp drink is reinforced to provide extra stability, ensuring it stays secure during transportation. This compartment's snug fit and anti-slip base prevent tipping or spilling, even during bumpy rides. Key sections of the box are insulated to maintain the ideal temperatures for both hot and cold items, guaranteeing a fresh and enjoyable meal for customers.

Our design also prioritizes sustainability. The materials used, such as recyclable paperboard meet the demands of environmentally conscious consumers. We further ensure that eco-friendly adhesives and inks are used, making the entire package recyclable and minimizing its environmental impact.

For store associates, our design simplifies the packing process with pre-labelled compartments and easy assembly. The estimated assembly time is under two minutes, enabling staff to efficiently prepare orders even during peak hours. The ergonomic handle and sturdy design ensure safe and convenient handling by third-party delivery personnel.

Each package prominently features the 7-Eleven logo, enhancing the unboxing experience for customers while reinforcing brand identity. The carrier box is stackable, allowing for efficient storage and transport, and its design accommodates future menu expansions without requiring significant modifications.

This solution addresses the growing demand for convenient food delivery by offering a sustainable, durable, and aesthetically appealing packaging system. It ensures meal freshness and delivery efficiency while reflecting 7-Eleven's commitment to innovation and customer satisfaction.

The Repack Titans' packaging design exemplifies the convenience and quality that 7-Eleven represents. By integrating functionality with eco-conscious design, our solution is positioned to elevate customer satisfaction and generate new revenue opportunities in the food delivery market.

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Challenge Statement:

Our packaging design is more than just a solution it's a revolution in delivery efficiency and sustainability. By seamlessly merging practicality with innovation, we have crafted a system that ensures every meal reaches customers in perfect condition. Our approach prioritizes modularity for ease of assembly, sustainability to minimize environmental impact, and structural integrity for uncompromised quality. The Repack Titans' solution not only meets but surpasses the demands of the 48HR Repack Challenge, setting a benchmark for the future of food delivery packaging.