**7/11 Combo Carrier**

Stout Repack Rangers

Carly Kauffman and Jack Statz

Our packaging redesign prioritizes both delivery efficiency and an enhanced customer experience while taking sustainability into consideration.

The pizza slice box features a convenient pinch-and-slide top, allowing consumers to hold their pizza without the hassle of greasy fingers. The cookie box is tailored for a two-count portion, making it the perfect complement to the meal deal. Both these packages are designed specifically for use within this packaging system.

The standout feature of our design is the innovative carrier. The deliverer simply places a drink—compatible with the Big Gulp or Slurpee—between the secured drink holders. The main item and side seamlessly attach to the sides of the carrier via cut-out tabs, ensuring a stable and organized transport. With a built-in handle, the carrier eliminates the inconvenience of a lopsided bag, keeping the drink centered and secure. This design allows for effortless mixing and matching of many packaged food options and can be implemented with almost any packaged 7/11 food item as long as it has the cut out tabs for hanging.

The colors and graphics on our packaging play a crucial role in its functionality. Each color is carefully chosen to streamline the delivery process: red represents main dishes like pizza or chicken wings, orange signifies side dishes such as cookies or taquitos, and green highlights the drink at the center. These colors are mirrored on the corresponding sections of the carrier, allowing deliverers to quickly and easily match items for a seamless pickup and handoff.

Sustainability and cost efficiency is also a key focus. Made entirely from paper-based board so there is no question about whether the packaging can be recycled or any unnecessary plastic film removal. Our packaging removes the need for a delivery bag, reducing waste while maintaining functionality and ease of use. The carrier features an innovative design made from a single piece of paperboard that folds and locks without the need for glue or tape. This design not only simplifies and speeds up the packing process but also minimizes material usage and facilitates efficient manufacturing.

With this forward-thinking approach, our packaging sets a new standard for convenience, efficiency, and eco-conscious design in food delivery.