



## **7-Eleven Delivery Packaging Concept**

We joined this project to reflect changing consumer trends and explore new opportunities in the convenience store industry. As more consumers seek fast and convenient meal options, delivery services have become an essential part of the food industry. However, existing convenience store packaging is not optimized for delivery, making it difficult to efficiently pack and transport various food and beverage items. Our goal is to develop a quick, practical, and well-designed packaging solution that enhances 7-Eleven's food delivery service, ensuring a fast and seamless experience for both employees and customers while maintaining a thoughtful approach to sustainability.

### **Efficient and Streamlined Packaging Solution**

To improve packing speed and efficiency, we standardized the primary packaging footprint into a modular design, eliminating the need for employees to select from multiple packaging configurations. This allows for streamlined order fulfillment, reduced packing time, and improved workflow, enabling employees to prepare deliveries faster.

By implementing Knockdown Flap technology, we enhance storage efficiency and improve overall store operations. This design minimizes unnecessary volume, optimizes stacking and palletization, and contributes to a more organized and functional retail environment.

Instead of using bulky secondary packaging, we introduced a one-touch sleeve, which makes handling and transportation simpler, lighter, and faster. This design reduces material usage, lowers costs, and improves delivery speed, ensuring that orders are processed as quickly and efficiently as possible.

Our one-touch sleeve allows employees to pack and hand off orders effortlessly, while delivery personnel can carry multiple orders with ease. By eliminating unnecessary steps in the packing process, this solution accelerates the entire delivery workflow while maintaining a polished and professional presentation.

### **Customer Experience Enhancing Design**

While prioritizing speed and efficiency, we did not overlook branding and aesthetics. The one-touch sleeve prominently features the 7-Eleven logo, turning every delivery into a mobile advertisement that reinforces brand visibility. The one-touch sleeve's sleek and modern design makes the packaging feel premium and well-crafted, enhancing the overall customer experience.

For a unique and practical presentation, the primary food packaging is inserted diagonally into the sleeve. This intentional design choice not only makes it visually dynamic but also allows customers to



easily access their food without unnecessary hassle. This ensures a more intuitive and satisfying unboxing experience.

## **Redefining Convenience Store Delivery with Smart Packaging**

Our new packaging system is designed to maximize speed, simplify handling, and enhance visual appeal, seamlessly integrating with 7-Eleven's rapid delivery service. By focusing on efficiency, functionality and brand impact, we aim to set a new industry standard for convenience store food delivery.

This smart and well-structured approach creates a win-win solution that balances speed, convenience, and premium design. By utilizing efficient materials and optimized logistics, this packaging concept ensures that 7-Eleven continues to deliver food with the highest level of speed and convenience while maintaining a strong brand presence.