Team Orange

48 Hour Repack

University of Florida

2/6/22

Pantry Pack

This year our team focused on redesigning a 40-count, 200mL juice box multipack. During our redesign process, we employed different strategies to develop a package we thought would best meet the needs of consumers. Our team prioritized accessibility, trackability, portability, recyclability, and space management above all else.

Accessibility and recyclability are encompassed in many ways throughout our design. First and foremost, our team implemented a dense strip of polyethylene plastic down the center of the 40-pack that would act as a “rip cord” for the plastic shrink film to maximize accessibility. When the rip cord is engaged, the plastic shrink film on the 40-pack will separate down the middle and can be removed from the package easily in one piece. This also alleviates the need for an additional tool to open the package and is even safe for kids to use. Since the plastic film comes off in one piece, this makes it easy for the consumer to recycle all the plastic material. No more tiny pieces all over the ground! The design also includes perforations on the front to facilitate access to the juice box.

When the 40-pack is open, two drawers have been integrated and stacked on top of one another to allow for easy access of each of the four flavors included in the multipack. These drawers are made of corrugated material and each one holds two rows of 10 juice boxes, one row per flavor.

To reduce the pain of trackability, our team incorporated a viewing window within the box’s skeletal structure, and it runs alongside each of the two drawers. These viewing windows can be seen on the main sides of the package and were made to monitor the remaining juice boxes. The hot air balloon icon on the side of this brand’s product had the same color as the flavor label to aid in distinguishing between the four flavors from a side perspective. For space management, our design is configured so that the two drawers, each containing 20 juice boxes, sit on top of one another in a vertical format. This decreases the horizontal space while also maximizing the vertical dead space that would sit above a conventional juice multipack. The Pantry pack will have the dimensions of 16”x9.5”x5”. The height is a similar size to a typical cereal box, thus making it universally friendly for the household pantry. This would increase the product's versatility within a pantry setting since it would not take up space it does not need.

 The combined innovations of the “rip cord” and sliding shelves, offer an attractive alternative to conventional bulk juice box packaging. Our design addresses the pain points of trackability, accessibility, recyclability while retaining the functionality of its predecessor. We envision that the Pantry Pack can be incorporated into any heat shrink packaging line with minimal modifications. Most of all, we hope that the Pantry Pack will vastly improve consumer interactions with the product.