



WestRock

As a team, we strategized on ways to eliminate pain points for both the **consumer** and **shipper**. Without compromising sustainability, we wanted to elevate our repackaging design. Essentially, we were determined to add a feature that would lower the total cost of production and minimize the environmental impact. By doing this, we focused on 3 core elements: functionality, convenience, and experience.

Through our research and ideation process, we unwrapped a redesign concept and strategy that felt innovative, fresh, and realistic. We drafted sketch after sketch, and finally 'The Wave' technology was born.

The Wave technology serves as a durable case to package items in a secure and efficient way. This feature eliminates the need for additional cushions or dunnage. Our redesign was created using corrugated paper made of 100% recycled fiber.

The zigzag wave feature adds support to the product from all angles. The apertured cuts make the packaging adaptable for all different types of fragile items while also giving it an organized look. In addition to the wave technology, the design features two handles that allow the product to be removed from the box securely. The two handles are folded inside of the shipping container and pop up when the box is opened.

The Wave technology delivers a new way to package and unbox while enhancing the shipping and delivery process. This is how:

Provide safety net for products

Ensure convenience for the shipper and consumer

Elevate the unboxing experience