Team Information

* Team Name: The Double Box^2
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Project Details

* West Rock 48HR Repack Challenge Brief 1: Club Store Redesign
* School Name: Miami Ad School Atlanta
* Team Member Names: PJ Lombara
* Design Rational Below

48 HR REPACK Design Rational

The central idea behind the Double Box is to provide a simple, recyclable solution to wholesale distributors corrugated cardboard issue. Taking a consumer-centric approach, the team came up with a fully recyclable, fully re-usable box design. Similar to how one would fold an accordion, the Double Box collapses in on itself from front-to-back for easy storage. When in use, the box’s 2’ x 2’ x 2’ dimensions enable the customer to conveniently store large items with ease, and has two side-cut out handles to enable easy carrying ability. With no lid included, the Double Box allows customers to pack and place items inside the box. With no direct cost-to-consumer, the Double Box helps wholesale distributors to save money by placing production costs back on the manufacturer. The Double Box saves money and enables wholesale distributors to fulfill their sustainability responsibilities one box at a time.