

The Battle-Ready Boxes

48 HR Repack 2023 - Design Rationale

Our project design incorporates the joy of children's snacks and playtime. Although many corrugated packaged kid's snacks from wholesale stores get tossed in the garbage after consumption, the Battle-Ready Boxes repurpose containers into paper-based armor. Designed with perforations markings to punch out armor pieces, the Battle-Ready Boxes are user-friendly for kids to assemble shields, a helmet, and chest plates! What better way to repurpose corrugated containers for children to emulate the character of a knight or soldier while also being curbside recyclable? Many kid's toys are typically made of plastic and packaged in plastic too. Repurposing snack containers for amusement allows children to have fun, develops tactile independence, and teaches about materials sustainability.

Looking at the structural components of the Battle-Ready Boxes, we designed our containers on white-lined E-flute corrugated board. Utilizing this board type allows for the best quality of printing graphics onto the container design, while also promoting recyclability. The dimensional layout is comparable to that of wholesale value packs of Goldfish Crackers, M&M candies, and Cheez-Its. Our design showcases each company's original graphics onto the packages, with added note guides for where the user can locate and punch out the armor pieces. With consideration of edge clearance, the $\frac{1}{8}$ " perforations for armor pieces do not lessen the structural integrity of the walls of the packages.

Following the design challenge objectives, each Battle-Ready Box design contains a different piece of the full armor set. This encourages reoccurring purchases from wholesalers because each design is a different snack type, and we all know how kids want a little bit of everything. Consumers often shop by variety, so purchasing one of each product is highly probable. There is also an opportunity to expand the concept to other favorable product types, such as chips, fruit snacks, and applesauce. All in all, the Battle-Ready Boxes are an innovative collection to transform snack time into playtime while maintaining brand loyalty and sustainability goals.