

Design Rationale

The new 7-Eleven delivery system required simple, functional, and sustainable designs for the primary packaging. These were designed to be modular boxes, so that no matter the assortment of food someone orders, the boxes will always fit together perfectly. By creating a modular system, this allows for an easy and user-friendly carrying system that minimizes the space it takes up and reduces material waste. Another goal was to eliminate the need for item-specific packaging. These new primary boxes are extremely versatile and make it easy for delivery workers to package the food hygienically and efficiently. The interlocking closure box design, in which the box opens from the middle and hinges outwards, allows consumers to easily eat their food out of the packages.

The primary packages can be carried in a delivery worker's insulated bag, or stacked and connected using a specialized paperboard wrap. The latter option is less bulky than other delivery bag solutions like gable-top boxes, and uses less paperboard to contribute to sustainability.