

Design Rational

Sharing a coke has never been easier with our innovative packaging design. Our 2-pack Coca-Cola cans introduce a new dimension to the Share a Coke campaign that not only facilitates effortless sharing between two people, but also frontlines sustainability.

Our packaging connects two mini Coca-Cola cans engineered from recycled paperboard can collars and three recycled kraft paper strips. These components provide ample structural support, ensuring the cans stay securely together during transport and display. Furthermore, all the materials are fully recyclable, aligning with Coca-Cola's mission to contribute to a more sustainable future.

Designed to fit seamlessly into refrigerated displays, such as those found in gas stations, our packaging maintains the same height as the 16.9 oz Coca-Cola bottles. The cans are vertically connected, utilizing the exact mate between the top and bottom of each can. This optimizes shelf space and reduces transportation requirements, ultimately allowing a more efficient distribution of the product. Additionally, the connection allows for improved portability for the convenience of consumers.

The essence of the Share a Coke campaign comes to life as two individuals are required to break apart the packaging and partake in the Coca-Cola experience together. This brings happiness to friends, strangers, and couples alike. It's not just about sharing a drink; it's about sharing a moment, made more accessible and environmentally conscious than ever before.