

Simple Scissors

In a time where inclusion and environmental awareness are highly valued, packaging design is essential to fulfilling the needs of everyday consumers. The introduction of a new scissors packaging option is a big step forward, as it embraces accessibility as well as sustainability. Made entirely of paperboard, this innovative packaging solution revolutionizes the scissor packaging industry by eliminating plastic and featuring an easy-to-open design.

Removing the frustration and barriers that come with opening traditional blisters and clamshells is one of the main goals of this new package. Users can access the product with little to no effort or tools thanks to the addition of user-friendly tabs and perforated tear strips. These design features guide the consumer to open the contents without breaking a sweat. With our re-designed packaging, the removal of the product is simple. First, the customer presses into the perforated opening feature on the front and then pulls the top off. Next, they can pull up the paperboard mounting card that slips right out of the carton. This mounting card serves as a hang tab for store shelves and acts as a finger hook for easier grip. The mounting card also features a built-in paperboard strap that eliminates the need for zip or twist ties, which can be difficult to remove for people with limited dexterity.

Our new packaging design is 100% recyclable which helps reduce the amount of plastic trash in landfills and oceans. Recycled paperboard can be used to further reduce the footprint of the packaging. Current packages utilize blister and clamshell packaging which are difficult to recycle and frequently disposed of incorrectly. By switching to paperboard, the packaging has a much higher chance of being correctly recycled.

This design focuses on ease of use for all levels of mobility and dexterity. By adding these features, we can revolutionize the market for scissor packaging and create a new standard for accessibility.