

**48-Hour Repack: Design Rationale**

**7-Eleven Delivery Packaging Combo Program**

**Virginia Tech Team 3:**

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As food delivery continues to shape consumer expectations, 7-Eleven can redefine convenience with an innovative, sustainable, and functional packaging solution. Our design introduces a fully paperboard carrier that mimics the convenience of a plastic to-go bag while enhancing food protection, organization, and sustainability.

The carrier is entirely paperboard-based, reducing reliance on plastic while maintaining durability. The material is fully curbside-recyclable and compostable, aligning with sustainability goals and consumer demand for eco-friendly packaging. Our structure is designed for minimal material waste, using interlocking folds instead of adhesives where possible.

The outer carrier acts like a traditional plastic to-go bag but in a sturdy, structured format. It features a comfortable die-cut handle for easy carrying and a reinforced bottom to support various meal combos. Inside the carrier, the main food container is a center-opening box that splits down the middle diagonally. This innovative feature enhances the user experience by providing a clean and organized layout upon opening, reducing the need to dig through stacked or messy items. The split design keeps items separate and protected during transport, but also improves accessibility, allowing consumers to eat directly from the package upon arrival.

This design minimizes complexity at the store level, making it easy for employees to assemble and load items. The structured format ensures food is secure during transport, preventing movement that could lead to leaks or damage. The flat base fits seamlessly into standard delivery bags, maximizing efficiency for third-party couriers.

The packaging allows for vibrant branding and customization, reinforcing 7-Eleven’s dominant identity in the food delivery space. The premium feel of the structured carrier enhances brand perception while maintaining the grab-and-go convenience. This intuitive design improves the unboxing experience, increasing consumer satisfaction and social media shareability.

Overall, this innovative paperboard to-go carrier provides a sustainable, functional, and visually appealing solution for 7-Eleven’s food delivery expansion. By merging eco-conscious materials with intuitive usability, it ensures meals remain secure, fresh, and easy to access, ultimately enhancing the delivery experience for both customers and service providers.