

48HR Repack Challenge

Challenge 2: E-commerce Shipper

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Packaging is an ever-evolving sector with potential for improvement and development in areas such as sustainability, wastage and optimization. Especially with the launch of e-commerce, there are countless examples of scenarios where consumers receive packages that are grossly overpacked. Overpackaging does protect the object inside however, there are environmental and cost ramifications which can take away from the triple bottom line. That is where Wolfpack Inc. comes in! We have designed a package which eliminates the inclusion of additional dunnage, cushions or protective plastic inclusions which can be harmful to the environment. The primary purposes of packaging are to protect, preserve, contain, communicate and transport an object from the distributor to the consumer and our package does all that and more.

Nicknamed the “Tuck ‘N Tight”, our package is unlike any other e-commerce packages on the market. It addresses the usage of extra cushioning material and gives the consumer a clean and aesthetically pleasing unboxing experience. The package is designed in such a way that it is double-walled and includes a “tongue” feature which is used to secure the product in place and protect it from any shock or impact it may experience during transit- both from the transport method and from human handling. This was tested using the equipment in our dynamics lab such as the single-arm drop tester and the random vibration tester. We took it a step further and even played soccer with it to really ensure that our packaging exceeds all expectations. The beauty of this package is that its feature is a mere extension of existing package dielines that are used today. We chose a glass bottle as our product and even filled it with liquid to add an extra layer of testing (leak test) to our review. This not only took leakage into consideration but also the weight and fragility of the product inside. The tongue feature is innovative due to its ability to not only add cushioning to the product but can also be customized and can secure whatever product is inside. The beauty of this concept is that it can be applied to any box style and any wastage that results from this design is still far less from whatever would result from added cushioning as well as the impact that additional cushioning would have on the user experience and the environment.

All in all, we really believe in our design and the positive impact it can have on the consumer, corporation and environment and we hope you see its potential too!