Brainstorming

Fold and shape paperboard into intended packaging design

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Project Objective
Design innovative open-structure packaging for commodity products.

Motivation
Improving the appearance of common commodity products.
Increase probability of consumer purchase

Methodology, Prototypes & Results
This design was first created in Solid Works and then produced by a 3-dimensional printer. The Circular Package design is intended to be a paper pulp mold.

We took a systematic, fast forward approach to all of our design concepts.

Percentage of net sales for HBI

Design Flow Chart
Benchmarking Brainstorming

Sketching concept that meets design expectations
Sketch and cut out shape of package onto paperboard
Fold and shape paperboard into intended packaging design

We took a systematic, fast forward approach to all of our design concepts.

Our secondary objective was to redesign the current hook design to improve quality and consistency. We used an Instron tensile testing machine to determine the strength of our designs.