

THE DESIGN

Raw material on the outside, unexpected arrangement and print in the inside – creating a pleasant surprise for customers.

The TOOLKIT package is an alternative way for shipping all kinds of tools. By fixating the tools in between cardboard, they stay flawless on their way to the customer.

The key for a modern packaging is recirculation. Nothing has to be thrown away. It can be used as a way to store and arrange tools in separate sets.



»» THE KEY IS RECIRCULATION ««

THE IDEA

In times of growing eCommerce rivalry, it is hard to link customers to a specific shop – a successful way is giving an outstanding customer experience. The TOOLKIT creates an experience in three steps.

At first the excitement about the arrangement while unwrapping the ordered tools comes.

Furthermore the possibility of recirculation produces a higher status of the package. The purchase stays in memory while using it on a everyday basis. This causes customers to experience a clean conscience.

Finally the package could encourage customers to buy their next set of tools in the same shop – collecting a series of different tool rolls. Different sets could be offered, for example woodworking, steel, paint and household.

FUNCTION

The oWE3 cardboard builds a great compromise as the chosen material. It is flexible and easy to assemble in production process. In addition, a roll of oWE3 is very resistant for shipping needs.

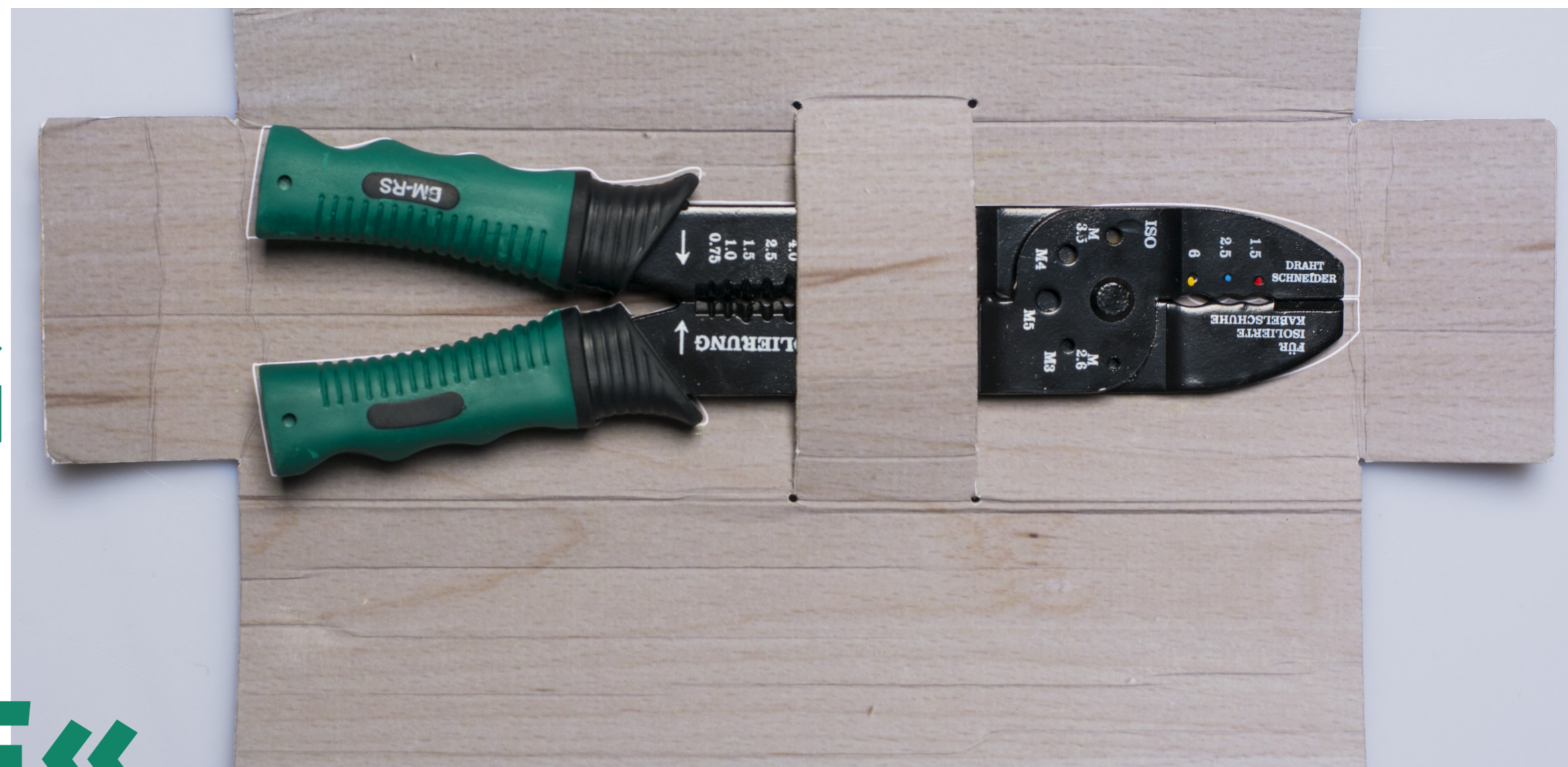


The shape is reduced to minimum needs for a short and easy production. The package gets its stability by wrapping it up, fixating it with one adhesive zone. Circular cutouts preventing the cardboard from ripping at critical spots, making it possible to use the package as a tool roll after shipment.

While wrapping cardboard, lots of wrinkles emerge on the surface. Printing a wooden

texture on the surface makes unsightly wrinkles generate a three-dimensional feeling of wood. The grey-brown colour of the texture handles upcoming dirt well. White outlines show which tool is missing and the right spot to put it back.

»» CREATING A PLEASANT SURPRISE ««



- cut
- - - folding
- - - perforation
- adhesive zone

Scale 1:2