

NATIONAL SCHOOLS PACKAGING DESIGN CHALLENGE 2009

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SENIOR PRIMARY CATEGORY

SUBMITTED BY:-

DANIEL PEDRUZZI AND ARIES JARVIS

STUDENTS OF CLASS 6GH - INGHAM STATE PRIMARY SCHOOL
QUEENSLAND

PRODUCT:-

ACE LAUNDRY POWDER/LIQUID ECO PAK



TEACHER:- MRS GAYLE HOLMES

PRODUCT: ACE LAUNDRY POWDER/LIQUID ECO PAK

On shop shelves, the product is displayed with the hinges facing the consumers. This is because when the box is reused as a photo frame/storage box, it would be better to have the box opening on the same side as the photo or label on display.



Carry box opened to show how product is packed. This amount (2kg) of product is packed so it won't be heavy for the consumer to take home. The box has to be this size so a regular size photo can fit in the slot and photos can be stored upright in the box. Also the indent of the lid has to fit.



Empty carry box opened to show assembly instructions inside lid.



Carry box opened to show dividers.



Carry box opened to show slot inside box to place photo or label.
The slot is in a different colour only for demonstration purposes.



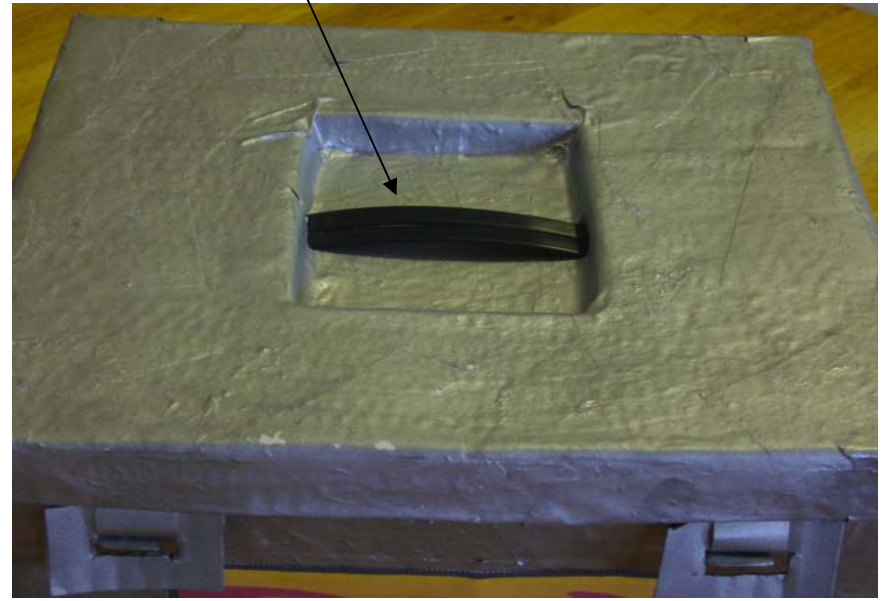
Lid showing the handle is use. Just lift to grab.



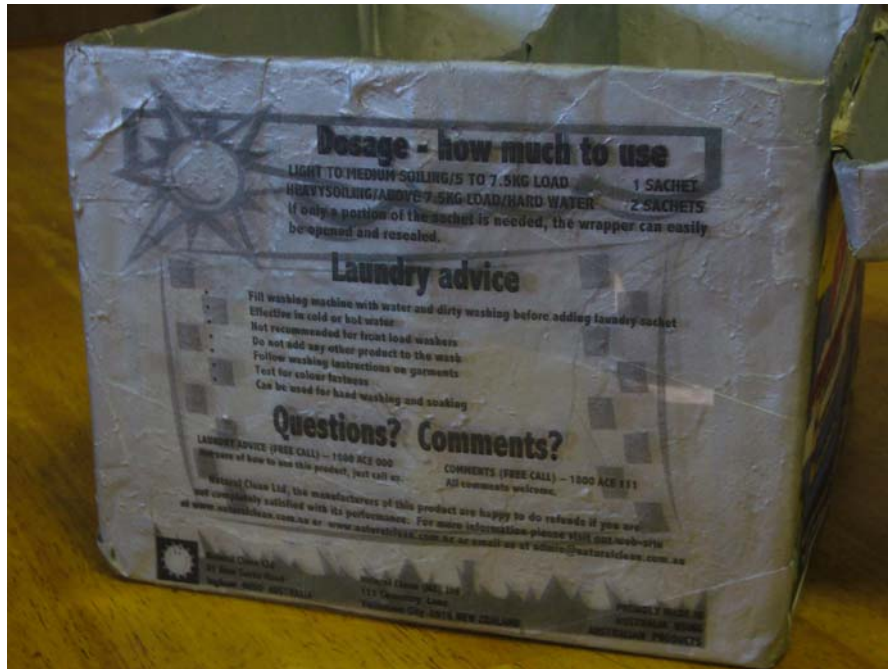
Carry box showing the clips and location of the removable piece to place the label or photo.



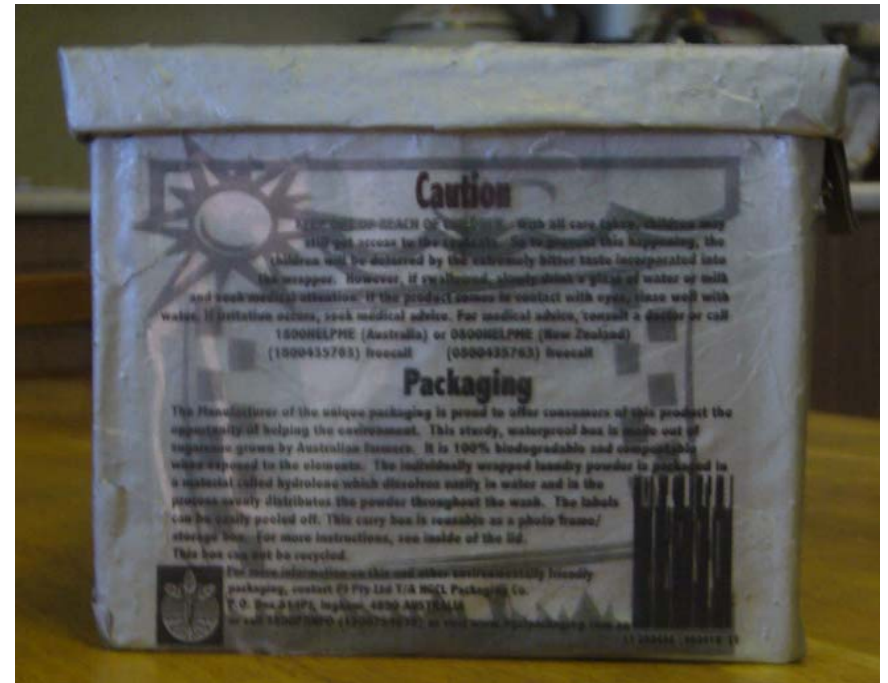
Lid showing the handle when not in use. It sits inside the lid for easy stacking.



Packaging showing one side label.

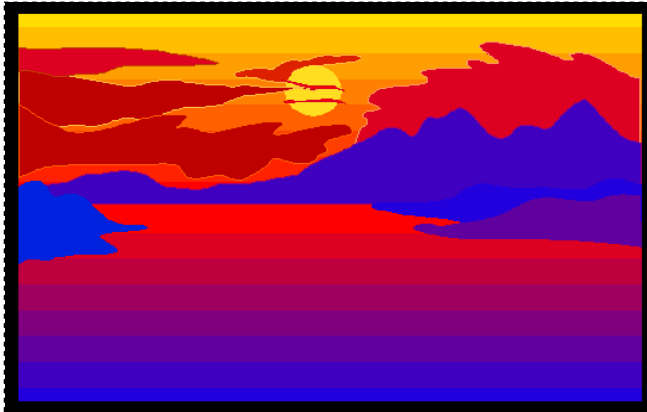


Packaging showing the other side label.



Strength test-showing the prototype easily supporting 6 kilograms. The sugarcane material is currently being used as disposable food containers which proves it can withstand heat.





This sunset picture has perforations around the edges to easily lift off the box when used as a photo frame or label holder. (Not the true size)

This label is on the inside of the lid and explains how to convert the box into a photo frame/storage box. (Not the true size)

INSTRUCTIONS

TO CONVERT THIS CONVENIENT CARRY BOX INTO A STORAGE BOX/PHOTO FRAME.

TO INSERT LABEL OR PHOTO:

1. Carefully lift from the bottom right hand corner, the sunset photo on back of box.
2. Remove dividers from inside of box.
3. Insert from the inside of the box your label or photo to display.
4. Depending on what is being stored in box, replace both, one or none of the dividers.

TO DISPLAY:
Display or store box in a convenient location away from direct sunlight.

This carry box can be converted into a storage box/photo frame

**Ten cents from the sale of this product, is donated to Healthy Earth
Thank you for supporting the environment**

AACE
Laundry Washing Powder
for hot or cold water

INDIVIDUAL DOSES WRAPPED IN DISSOLVABLE PACKAGING



Super Concentrate Formula



100% Biodegradable



Built-in Stain Release and Softener



Fresh Sunshine Fragrance



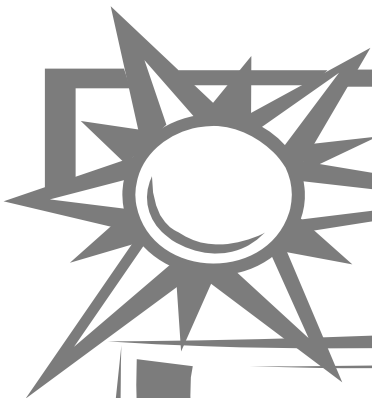
Safe on Sensitive Skin



Phosphate Free



Label on product facing consumers on shop shelves. The finished packaging was different ages. See survey results.



Dosage - how much to use

LIGHT TO MEDIUM SOILING/5 TO 7.5KG LOAD 1 SACHET

HEAVY SOILING/ABOVE 7.5KG LOAD/HARD WATER 2 SACHETS

If only a portion of the sachet is needed, the wrapper can easily be opened and resealed.

Laundry advice

- **Fill washing machine with water and dirty washing before adding laundry sachet**
- **Effective in cold or hot water**
- **Not recommended for front load washers**
- **Do not add any other product to the wash**
- **Follow washing instructions on garments**
- **Test for colour fastness**
- **Can be used for hand washing and soaking**

Questions? Comments?

LAUNDRY ADVICE (FREE CALL) - 1800 ACE 000
Not sure of how to use this product, just call us.

COMMENTS (FREE CALL) - 1800 ACE 111
All comments welcome.

Natural Clean Ltd, the manufacturers of this product are happy to do refunds if you are not completely satisfied with its performance. For more information please visit our web-site at www.naturalclean.com.au or www.naturalclean.com.nz or email us at admin@naturalclean.com.au



Natural Clean Ltd
81 New Sachs Road
Ingham 4850 AUSTRALIA

Natural Clean (NZ) Ltd
111 Cemetery Lane
Veilistone City 0976 NEW ZEALAND

PROUDLY MADE IN AUSTRALIA USING AUSTRALIAN PRODUCTS

Side label.

Caution

KEEP OUT OF REACH OF CHILDREN. With all care taken, children may still get access to the contents. So to prevent this happening, the children will be deterred by the extremely bitter taste incorporated into the wrapper. However, if swallowed, slowly drink a glass of water or milk and seek medical attention. If the product comes in contact with eyes, rinse well with water. If irritation occurs, seek medical advice. For medical advice, consult a doctor or call **1800HELPME (Australia) or 0800HELPME (New Zealand)** (1800435763) freecall (0800435763) freecall

Packaging

The Manufacturer of the unique packaging is proud to offer consumers of this product the opportunity of helping the environment. This sturdy, waterproof box is made out of sugarcane grown by Australian farmers. It is 100% biodegradable and compostable when exposed to the elements. The individually wrapped laundry powder is packaged in a material called hydrolene which dissolves easily in water and in the process evenly distributes the powder throughout the wash. The labels can be easily peeled off. This carry box is reusable as a photo frame or storage box. For more instructions, see inside of the lid.

This box can not be recycled.

For more information on this and other environmentally friendly



packaging, contact PJ Pty Ltd T/A HGCL Packaging Co.
P.O. Box 814PJ, Ingham 4850 AUSTRALIA
or call 1800PJINFO (1800754636) or visit www.hgclpackaging.com.au

|| 250498 980418 ||

Side label.

ACE LAUNDRY POWDER/LIQUID ECO PAK

CARRY BOX, HANDLE AND DIVIDERS - constructed of biodegradable, compostable sugarcane.

LAUNDRY POWDER/LIQUID WRAPPER - manufactured of biodegradable, dissolvable PVA.

LABELS - peel-off, made of sugarcane.

MANUFACTURING MATERIALS:

CARRY BOX - Although our prototype isn't made of this, we wanted to make the box out of sugarcane. Where we live, this crop is abundantly available. The Australian Sugar Industry invested in this material to make more income. This renewable resource is like plastic – waterproof and strong.

Two colours for the box - gold for laundry liquid, silver for laundry powder. Shiny colour couldn't be achieved on our prototype. This reflects heat so contents remain cooler than non-shiny colours. Research found products on the market to reflect heat and are manufactured out of shiny materials e.g. windscreen shades for cars.

If there's no use for the box when empty, throw in rubbish or compost bins. It'll completely disintegrate in 3-6 months when exposed to the elements.

The packaging isn't recyclable. Recycling costs will be eliminated.

LAUNDRY POWDER/LIQUID WRAPPER - made of hydrolene.

Advantages:

- keeps contents dry and soft (in the case of laundry powder)

- keeps out bacteria and odours
- dissolves in hot or cold water
- anti-static (doesn't cling to washing)
- doesn't react with solvents
- non-toxic
- the bitter taste deters children from eating it.

TARGET MARKET:

- anyone who does washing
- and is environment conscious.

PURPOSE OF THE PACKAGING:

CARRY BOX – reuse as a storage box. The slot converts into a photo frame or label holder. The removable dividers (if used) can separate items or keep photographs upright. Together or singly, the dividers can make different size compartments. Handle, when not used, sits flat inside the lid. Hinged lid clips closed. When on shop shelves, sticky-tape around the lid prevents contents being stolen.

LAUNDRY POWDER/LIQUID WRAPPER – The pre-measured doses avoids:

- measuring cups
- messy measuring process
- contact with product

Packed in dissolvable wrappers, allows for even distribution throughout the wash. If whole sachets aren't needed, the wrapper can be opened then resealed.

DURABILITY:

Prototype couldn't be made of desired materials but research found these flexible materials sustain little damaged if dropped. This box lasts indefinitely if kept out of direct sunlight.

INSPIRATION AND MARKET TEST:

Different types of packaging and materials were examined. We studied previous PCA winners and searched the internet. We became aware of environmental needs and responsibilities. Our inspiration came from results of tests and a survey (see below). We wanted to make a useful and marketable packaging for an everyday item using only Australian products. One of our fathers grows sugarcane and we wanted to explore another way this crop could be more commonly used.

Oral questionnaire used to assess how suitable and desirable this packaging is to target market.

	Question	YES	NO	Undecided
1	Do you currently buy washing powder?	40	5	
2	Does this washing powder package appeal to you?	39	1	5
3	Can you understand the product and reusability of the package from the information on the box?	41		4
4	Would the idea of reusing the box as a photo frame/storage box encourage you to purchase this product?	35	3	7

People asked: Female adults (aged over 30) – 30
and young people (male and female – aged 20-30) – 15

DESIGN FEATURES:

Barcode includes students' names, school, ages and birth dates.

MANUFACTURERS:

PACKAGING – PJ Pty Ltd T/A HGCL Packaging Co.

PRODUCT (LAUNDRY POWDER/LIQUID) – Natural Clean Ltd

Both Companies are proudly Australian, using 100% Australian materials.

References:

The only fictitious parts of this presentation are the names and contacts of the Companies. Information was sourced from the following:

www.dzolv.com.au, www.biopak.com.au, www.packagingproducts.com.au, www.pca.org.au, en.wikipedia.org/wiki/packaging and what we learnt in class