



VSCD 411: Sustainable Packaging Process Book

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Chosen product redesign:



What can we make that will make it so someone will want to keep and reuse, repurpose our package forever?

goal: create a story through packaging and branding that connects with the consumer: if they feel attached to something they will value and keep it
connect through shared values and experiences

Week 1: Initial Research/Ideas

Focus: designing a sustainable paper-clip packaging that can be reused, refilled, and repurposed into something else

•Materials?

Made from either 1) recycled materials or 2) biodegradable materials

Recycled materials

Plastics

Cardboard

Biodegradable materials

Wood pulp leftover from mills (wood chips, cork,

Bio-plastics

Organic fabrics?

Soy ink

<https://noissue.ca/blog/biodegradable-packaging-materials-that-can-replace-plastic/>

<https://www.moekodesign.com/post/kusk-reuse-refill-rethink-cosmetic-packaging>

<https://www.moekodesign.com/post/spared-interior-design-objects-made-using-waste>

Sustainability in general (production, use, disposal?, refilling, reusing)

Made from materials that are - biodegradable or made from recycled materials

No excess packaging, no plastic wrap

Made to be reused after one runs out of paper clips

Can be used as a stand on the desk? Possibly holding other stationery things?

The packaging transforms into another thing

Can be refilled directly at staples or something (no more packaging thrown away)

When it reaches the end of its life, it will have a low impact on the environment (bc of materials)

Avoid using glues or adhesives that don't biodegrade

Week 1: Initial Research

Competition

<https://multibey.com/collections/pink-edition>

MultiBey - fancy paperclips, 10-15 US\$



some paperclip packaging is made from clear plastic



paperclip packaging is usually made from thin cardboard



primary/elementary school teachers -

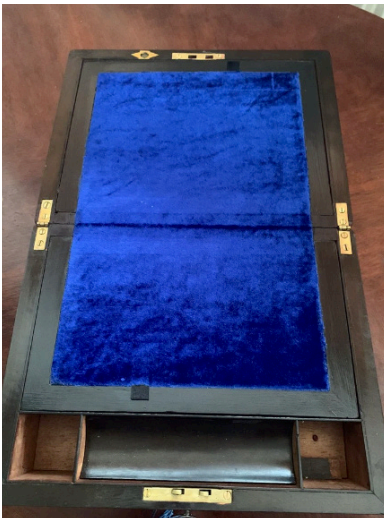
<https://www.printed.com/blog/stationery-for-schools/>

- teachers still heavily use stationery, even in the digital age
- Helps teachers stay organized, they need paper clips in a convenient place, easy to use

Research: History

History

- antique/vintage desk organizers/writing pad to be inspired from
- writing pad-storage underneath it
- pen holders/ink
- ritual-key
- Drawers, lids, handles, knobs
- made to last- multifunctional



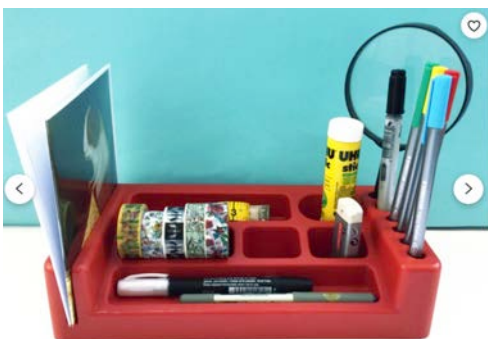
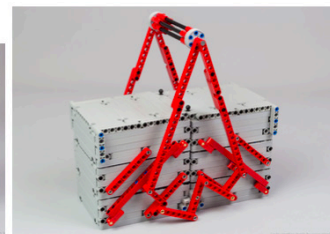
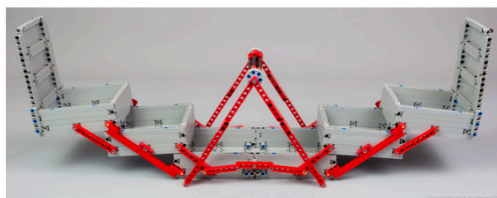
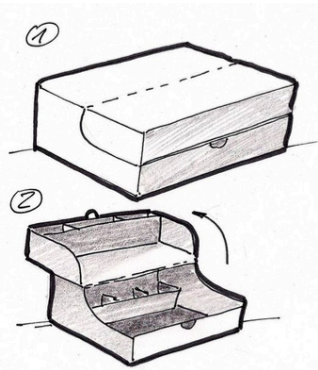
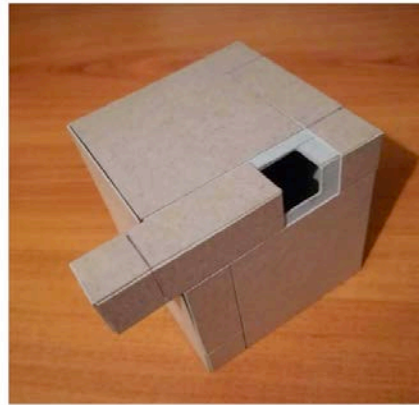
FREE DELIVERY



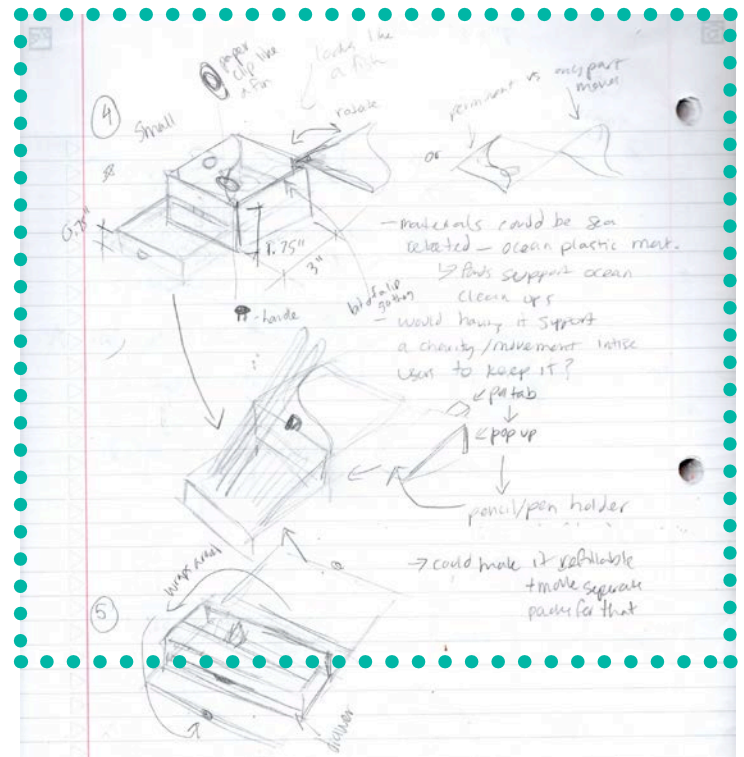
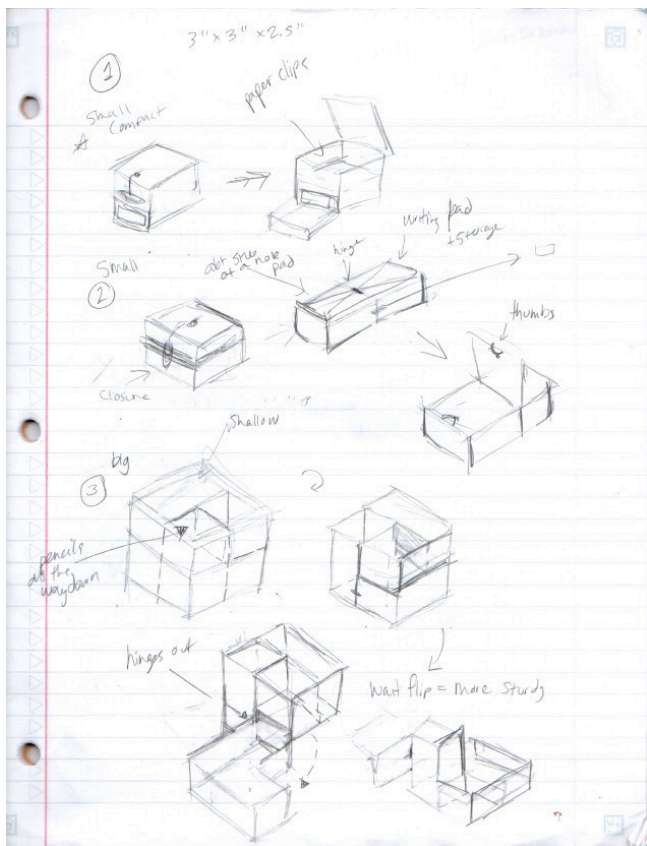
Pen Collection Storage Box with 30, 50, 100 Slots
Ad by Etsy seller



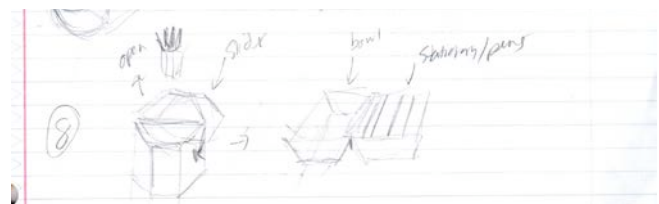
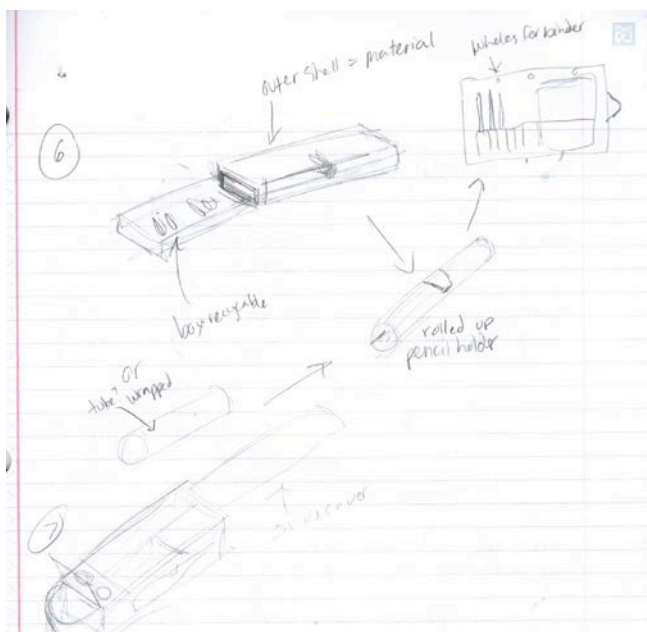
Possible Forms



Week 2: Continued Research and Sketches



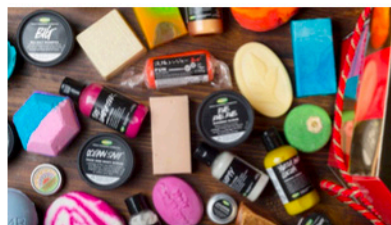
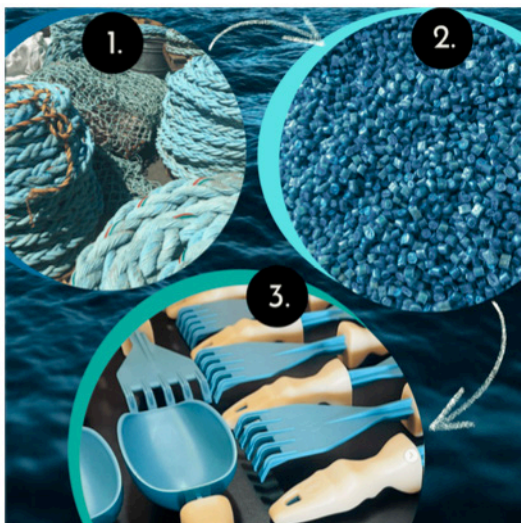
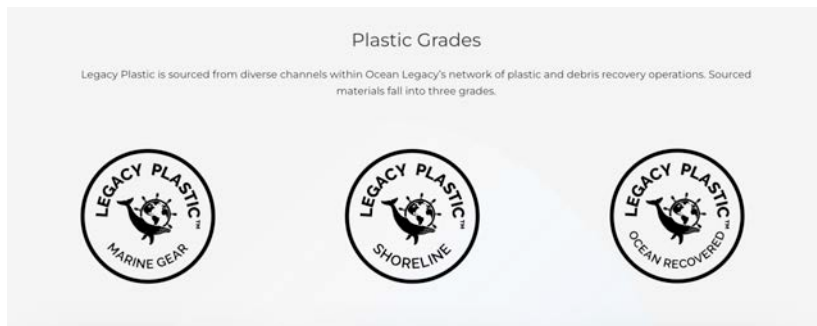
- initial concept chosen
- ocean plastic
- shape of a fish
- multifunctional-storage/organization hold pens
- rotate to open and paperclip closure



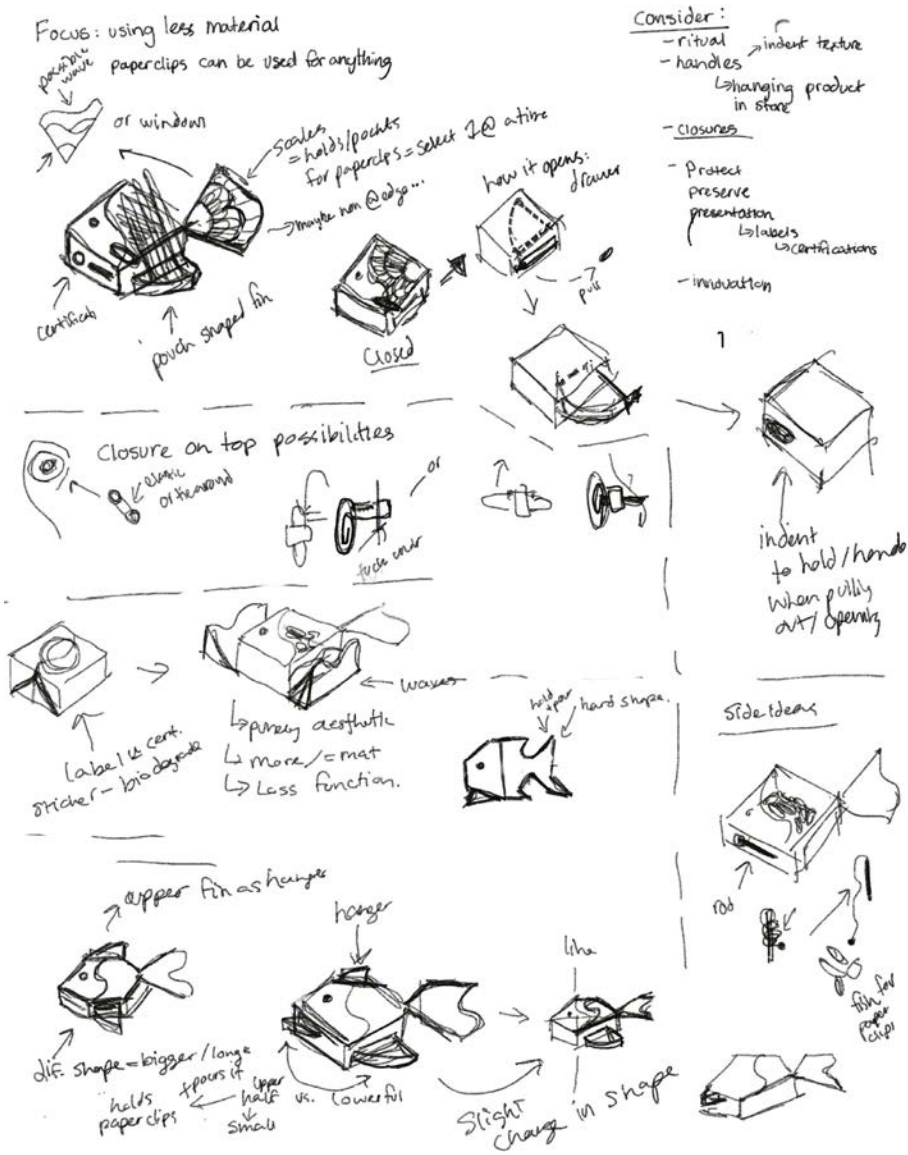
Material Research

Ocean Legacy Foundation

- Canadian non-profit
- Legacy Plastic: recovers plastic into products
- Different grades (Where they gather): Marine Gear, Shoreline Plastic, Ocean Recovered
- Plastic Resins: 100% polypropylene, High-density polyethylene, Low-density polyethylene, Nylon(coming soon)
- They track and trace where the batch of legacy plastic is from so the client can share it with their customers
- Circular economy
- Some products they've made in the past: containers, plastic lumber (park benches, tables, patio furniture), Bio-based lubricant recyclable containers, HDPE boats, Garden Tools



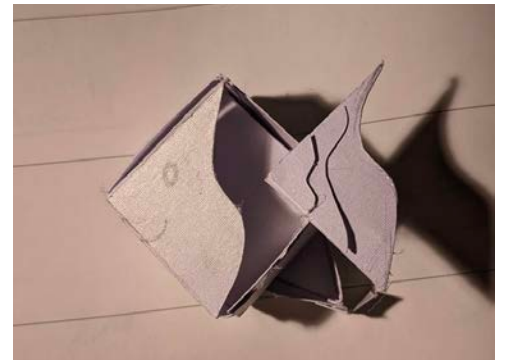
Week 3: Advancing the concept, Colour, Typography, Name



Expanding and looking at the details of function and form

- refining previous concept
- adding details
- playing with form and potential functions and closures

- concept looks good on paper
- mini mockup allows us to think deeper about potential friction points of our design before doing the final mockup (sustainable saves paper)



Colour Idea 1

- Blue-associated with ocean, natural-trustworthy, dependable
- Green-Natural, eco-friendly, strong association with nature-harmony
- Yellow- associated with the sun-cheerful, warm, bright
- Colours typically found in the ocean and associated with fish



Idea 2

- Idea- a mix of different coloured/marbled plastics? (Not the best photos, ours could use nicer colours)

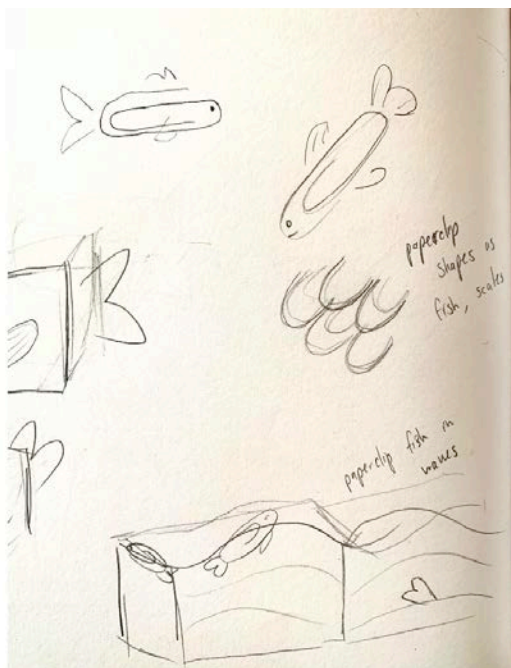
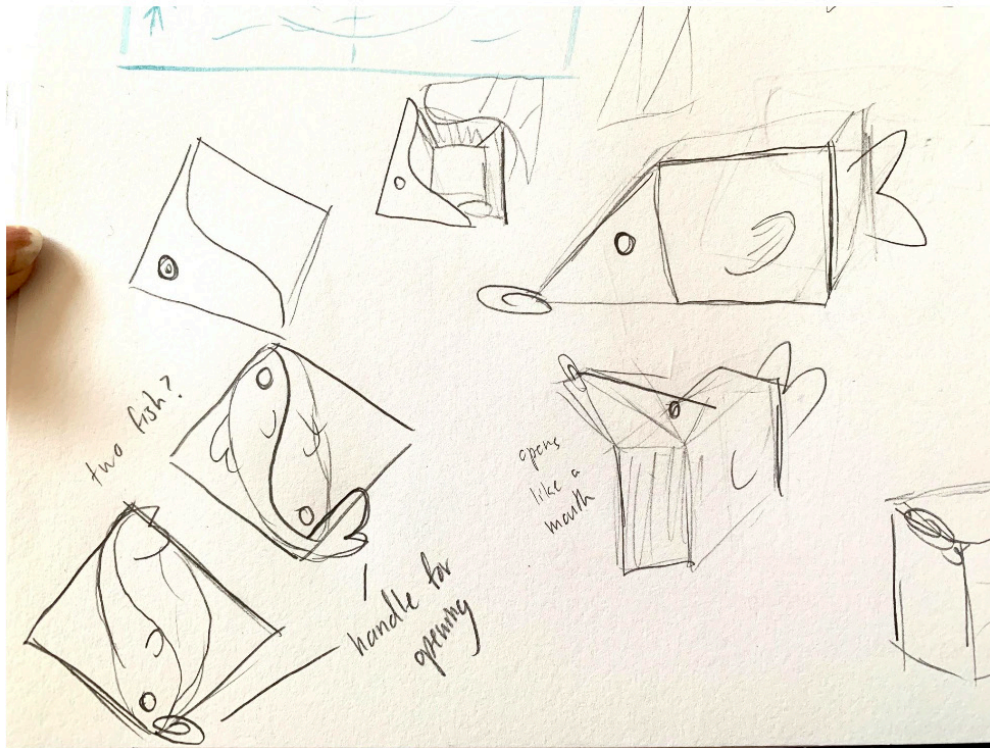


- Consumers might associate recycled plastics with this sort of mixed look, could be another visual clue that the box is made from recycled materials even before someone picks it up in the store



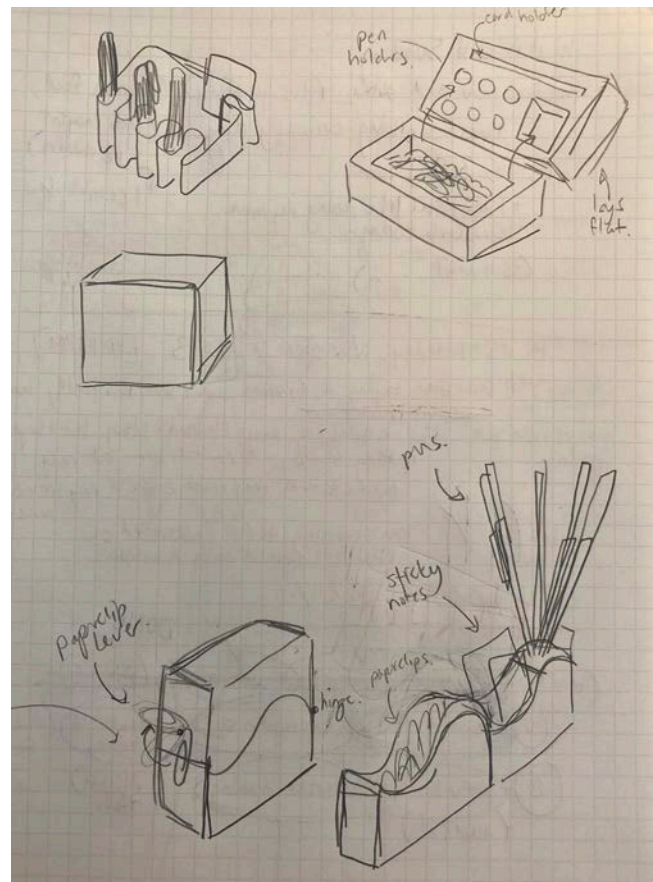
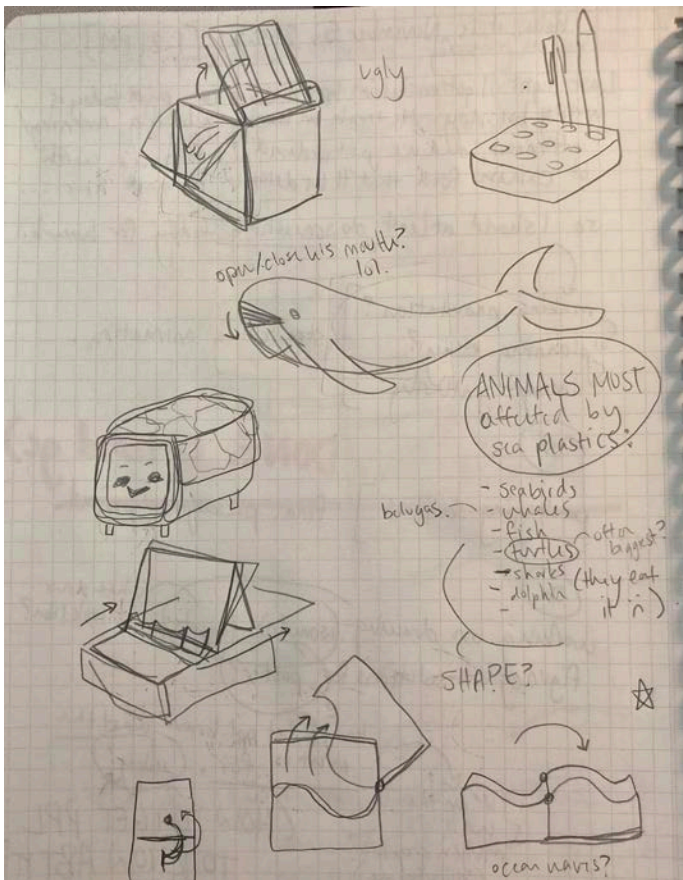
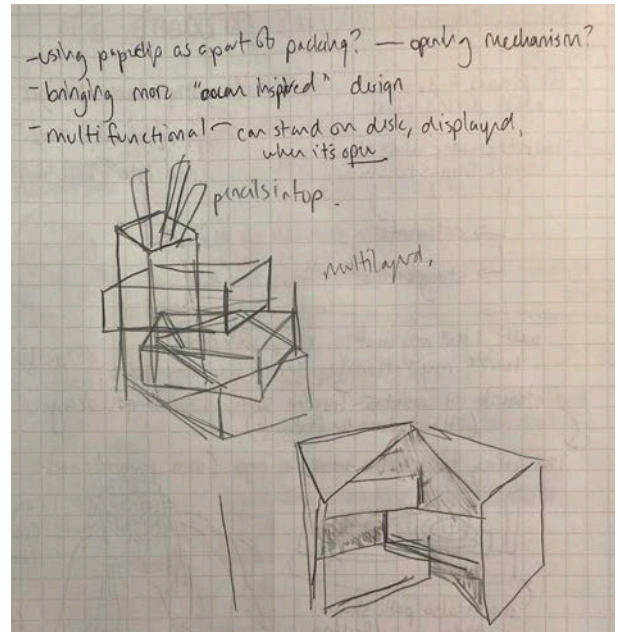
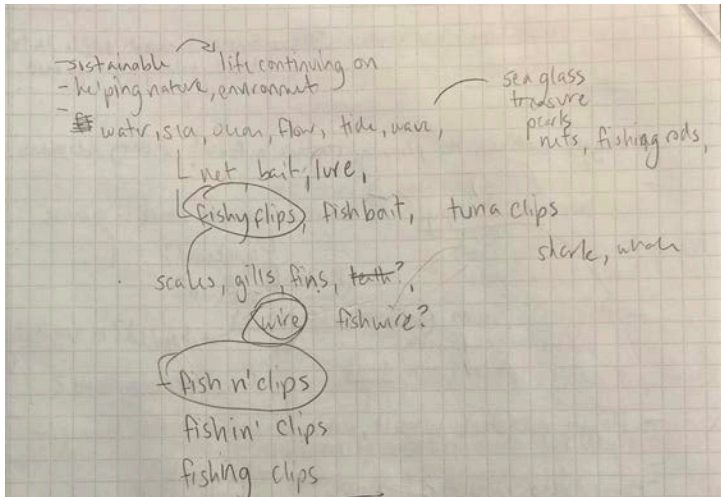
- Little bit of colour/type/pattern exploration

Sketches

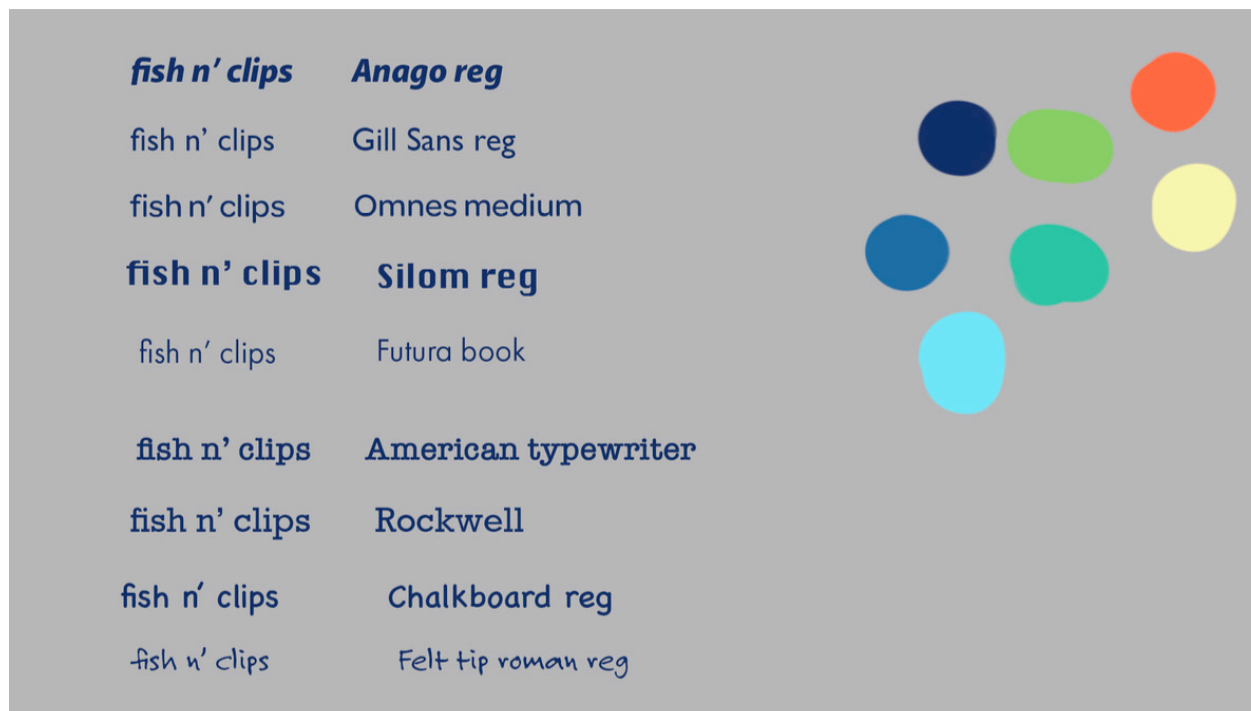


- splatter paint to represent plastic pieces and adds texture and interest

Sketches/name : fish n' clips



Typography



Paperclips - Eldwin Script

Paperclips TT Globs

paperclipf- variex ot

Paperclips - Tornac

Paperclips- Postino Std.

Paperclips - Chennai Slab

Paperclips - Panel

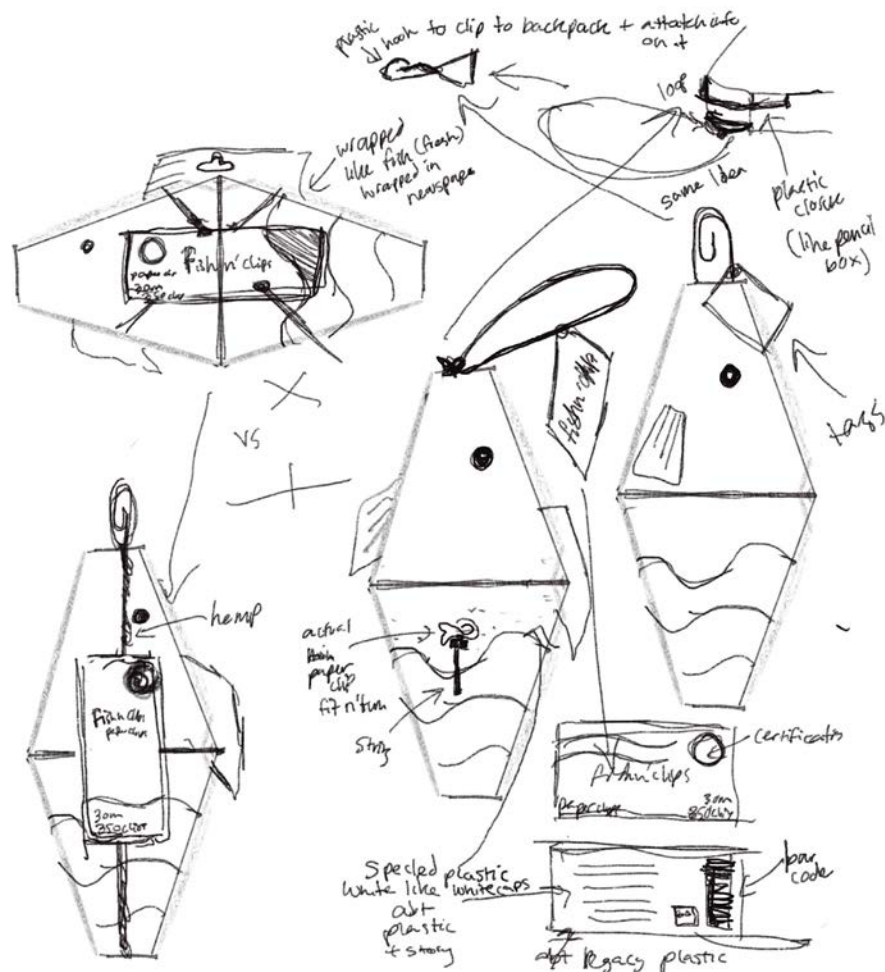
Paperclips - ClickClack



Week 4: (Reading Break) Start Mockup

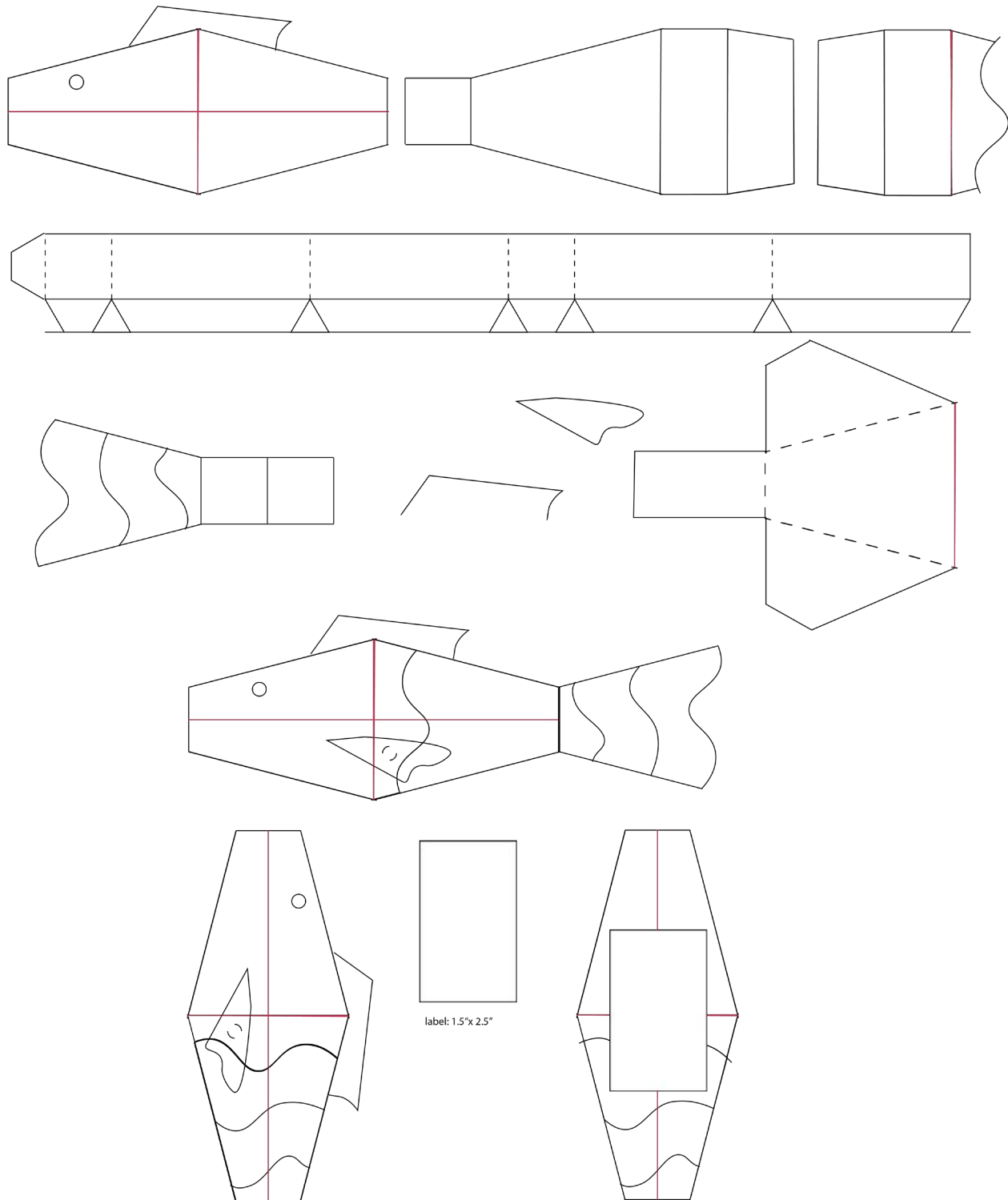
Sketches of hanging and potential closures

- hemp inspired by wrapping fish in newspaper to eat/ package and traditional fishing
- loop at top of case with a clip so people can attach to their backpacks
- closure fish in the waves
- closure at top end similar to plastic pencil cases



Net diagram digitized and to scale

- separated into pieces



Week 5: Labels and finish box

Labels

- Inspired by sardine cans and using type on natural kraft cardstock makes reflects signs at the beach on driftwood
- Vintage variety of different typography
- Played with label size
- Logo changed to lower case more friendly



Week 6: Final Photos

Labels

- Gives standard info
- Made into a booklet
- Feels like a fishing guide, messy and adventurous
- QR code provides further info on resources
- Story give sense of our brand values and initiatives
- Fun graphic



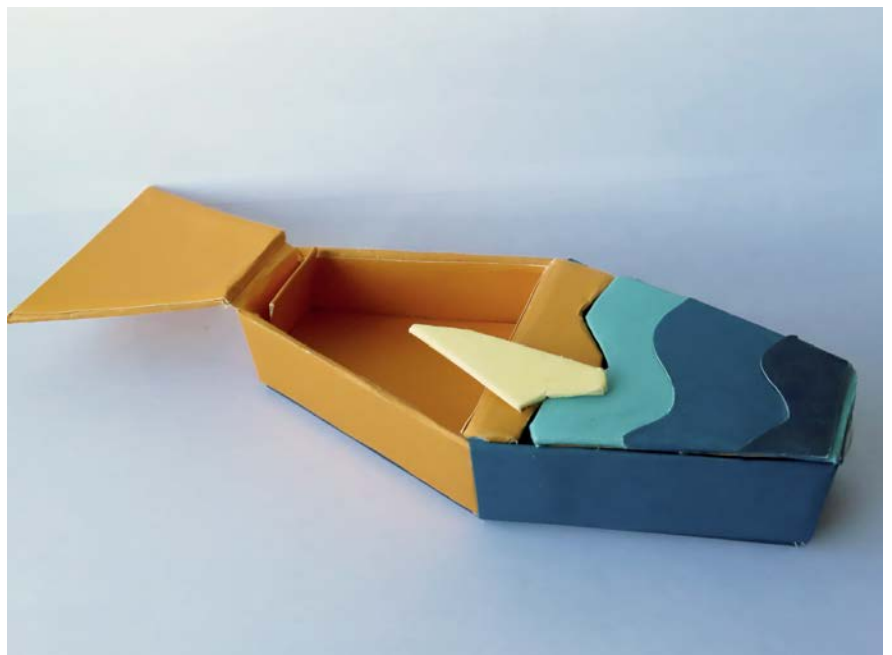
Packaging

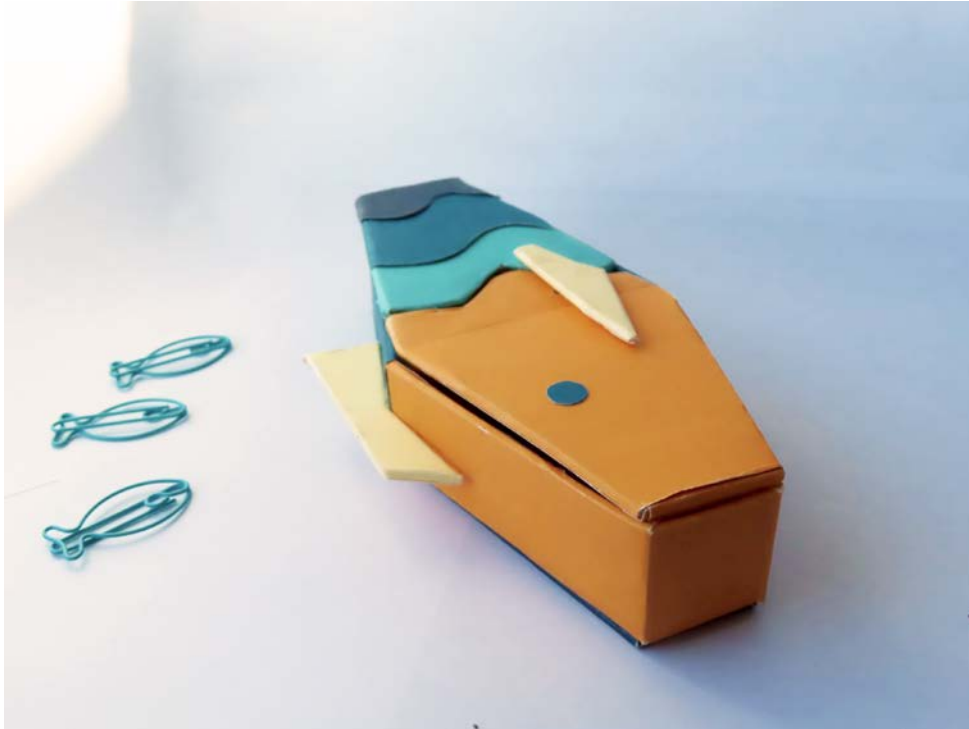
- form protects, preserves and stores paperclips and other things the user would like. like erasures, usb thumbdrives, stickers anything to help organize desk things.
- it is multifunctional and displays pencils
- the packaging's intent is to grab the attention of the user: stand out from competition and create an experience through it's branding that will make a connection with the consumer
- visuals, colours, shapes, texture tie to the ocean and nature
- The packaging tells a story of our brand and our values: that we care about sustainability and creating ethical products that have a positive effect on our society



Details

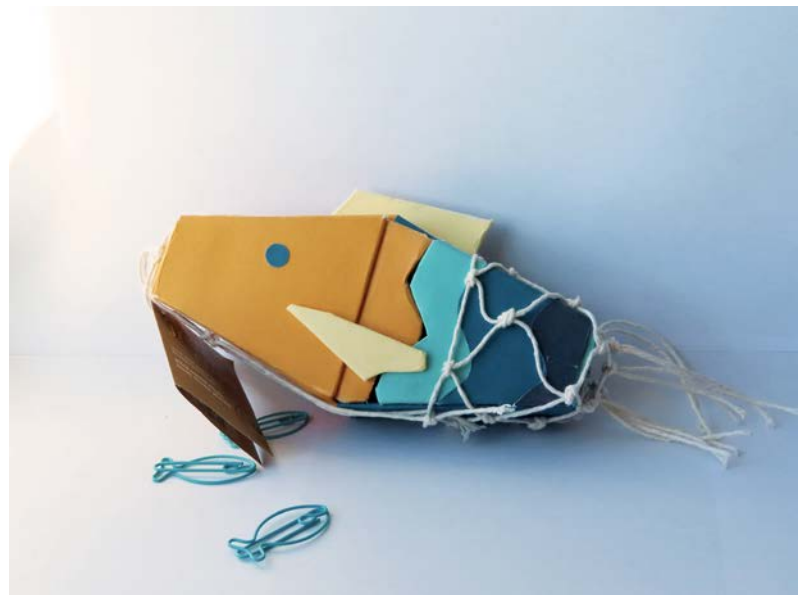
- shaped fish package jumping out of water, jumping into water
- maintains image of the fish and transforms throughout the experience
- Ritual: net fish coming out, catching a fish
- spinning closure keeps items contained
- wavy texture
- innovation: displays pencils but also can just be storage- adds value
- intuitive and user friendly





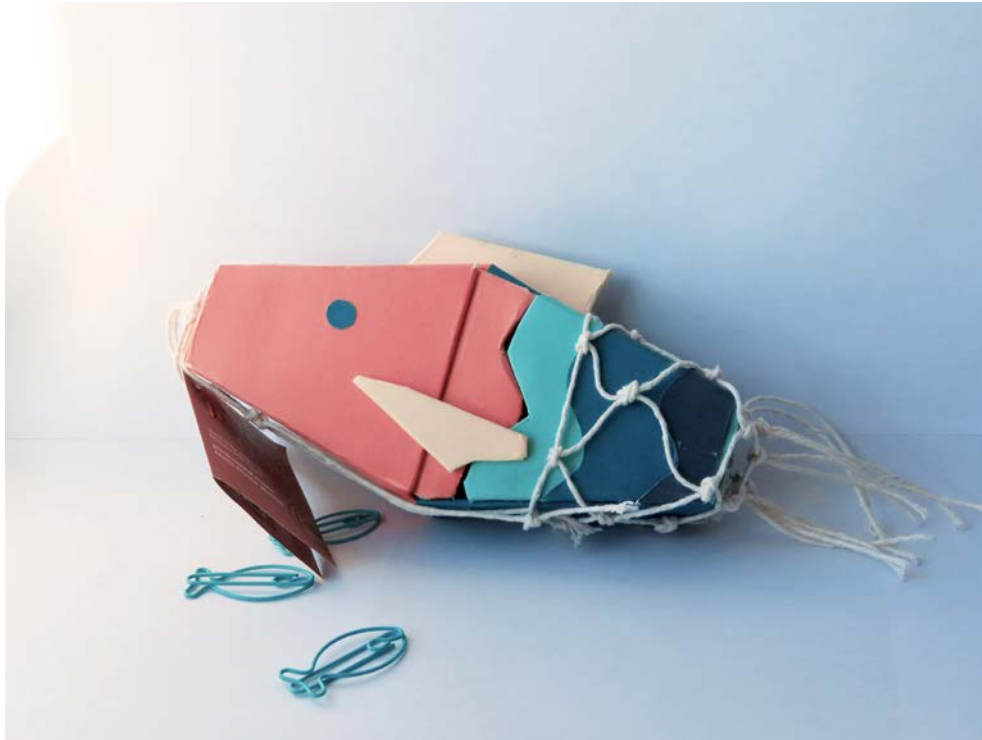
Function

- multifunctional
motivates consumer to keep box even after paperclips run out and to use it to store something else- reuse, refill, repurpose, recycle
- High quality and made to last
- meant to be used on a desk, to organize and protect whatever is inside!



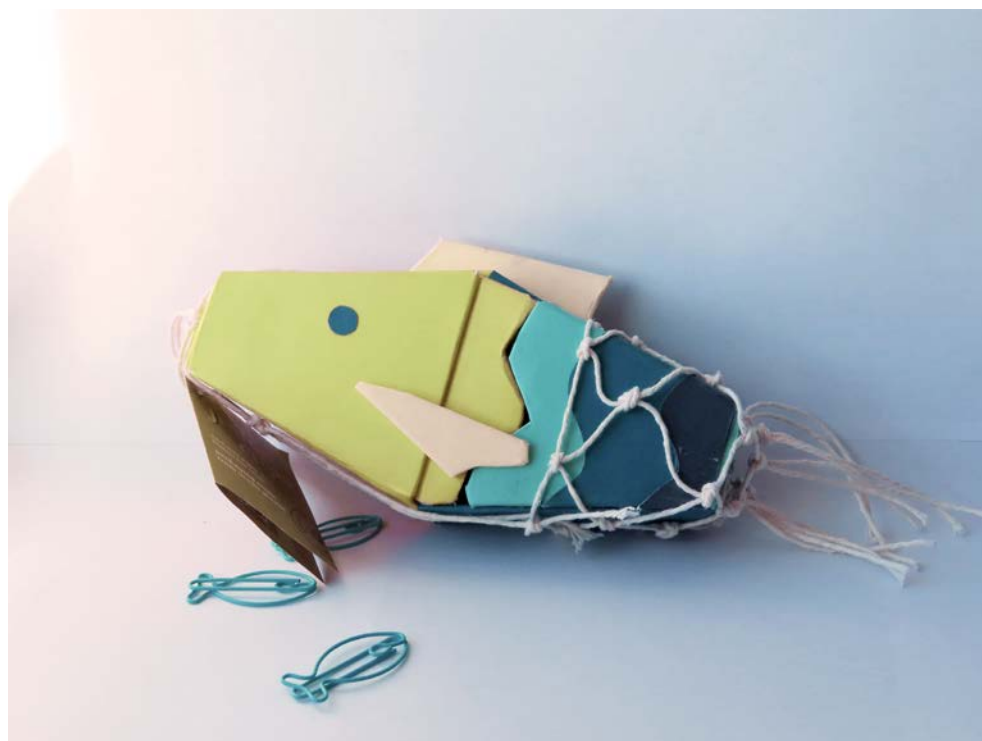
Instagramable

- Super cute name, beach style and aesthetic
- all components of branding and package add to the story
- different ways of opening of opening and experiencing



Making it a series

- the theme makes opportunity for fresh colours to come into play



Rationale

Our concern for marine destruction and environmentalism motivated our group to create sustainably driven packaging for paper clips—with the purpose of creating less harm to the environment with how our packaging is made, used, and thrown away. The current mental image that comes to mind when we think of paper clip packaging is a small cardboard box that is thrown away after the paper clips are used. One question we wanted to answer through this project was how can we change people's prior assumptions about stationery product packaging, and set our concept apart from the competition.

We began our process by thinking about who this packaging is for, and when and where it will be used. The answer we concluded from our research is that school teachers use and purchase paper clips the most consistently, and would benefit from being able to reuse and refill their paper clip packaging to avoid having to repurchase a new box every time. We wanted the materials of our design to be durable, long-lasting, and sourced sustainably, or otherwise could decompose sustainably. This idea of long-lasting use gave us the idea of giving our packaging another function, which would incentivize people to reuse it more. We started thinking of making our design more of an aesthetic display item, rather than just a functional paper clip holder. Additionally, we hoped to elevate the value of our paper clips through our material choices by making the packaging have a charming and colourful design.

The materials we decided on are integral to our design concept and brand story. We decided to make our packaging from recycled ocean plastics in partnership with the Ocean Legacy Foundation. This choice of material refuses single-use plastics and reduces the impact of harmful plastics on the animals in ocean environments.

We designed our packaging to look like a fish because we want it to be evident where the plastic came from, and how harmful waste thrown into oceans directly affects it. Our design intentionally serves as an educational reminder that we need to care for and help save our ocean ecosystems. We also intended our fish design to be colourful and cute so that our audience might choose to display it, and purchase it over boring, purely functional box packaging. When our fish is displayed on the shelf, it is wrapped in a hemp net with a label, which is supposed to look like a fish caught in a net. We hoped that by making all of our branding and required information only displayed on the label, and not on the actual fish package, it would make the packaging more appealing to be reused. The throw-away packaging (the hemp net and label) is both biodegradable and plant-based.

Rationale

The experience of opening our packaging is really important because its compartments are both functional and aesthetically attractive. One half of our package is a container that holds the paper clips, and the other side opens up into a pen holder. We created an intuitive closing system using the fish's fin in the center, which by twisting the fin allows the user to open each side. Our intention with this design was to make our packaging cool and encourage user-generated content. The multi-functionality of our design also allows users to repurpose their packaging and use it to hold other things.

The name came naturally: "Fish n' clips" is a playful, catchy pun that captures our brand tone. In conclusion, our packaging is built around our circular design strategies: which include refusing to use single-use or harmful materials, reducing plastic pollution in ocean ecosystems, allowing for continual reuse of packaging. It motivates users to repurpose their packaging, and if desired recycling it at the end of its life.