

USB Flash Drive Packaging

ENTRANT

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CATEGORIES ENTERED

Conceptual Design
By a Tertiary Student

FOODSTUFFS
Proudly New Zealand

SPECIAL FEATURES

ISSUES :

- Highly inefficient use of materials
- Use of non-recyclable materials


SOLUTIONS :

- Make more efficient use of materials
- Use recyclable materials or design reusable packaging

 The price of flash drives is falling fast. In the near future flash disks will be classed as "throw away" products.

007-14



 The vision is that devices will be sold at supermarkets checkouts alongside chewing gum. It is around this vision that the design is based.

 The final design as seen on the graphic board shows:

- Efficient use of materials
- Use of cardboard and plastic means semi-recyclable
- Easily displays product information
- Free standing or hanging
- Tamper evident

