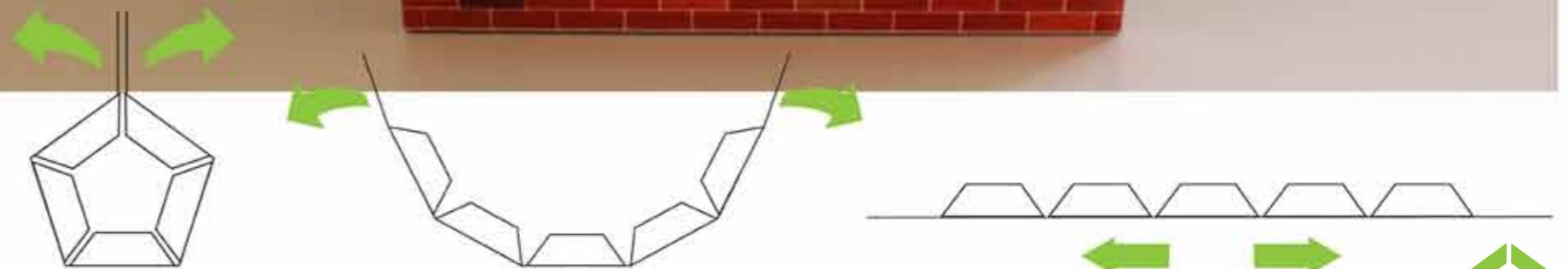


The Concept

GREENHOUSE GARDEN HERBS

Modular packaging solution that allows the consumer to grow five different herbs on a window sill.

A compact and easy to carry pentagon shaped modular packaging that rolls out and opens to allow herbs to be grown easily and individually. Each modular compartment contains the necessary instructions and components to grow fresh herbs at home successfully.



The Product

Easy to follow instructions are found on the packaging, to ensure successful home grown herbs.

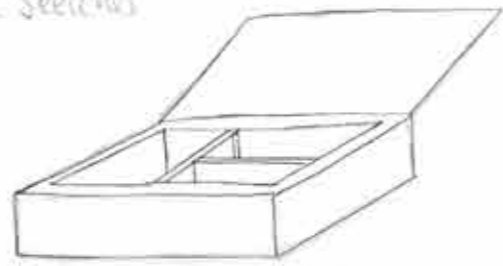


Development of the Packaging

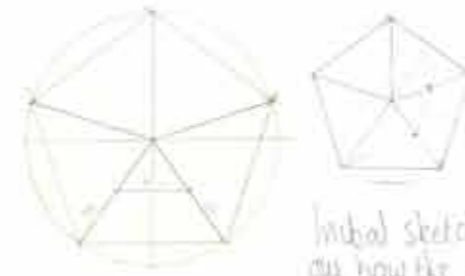
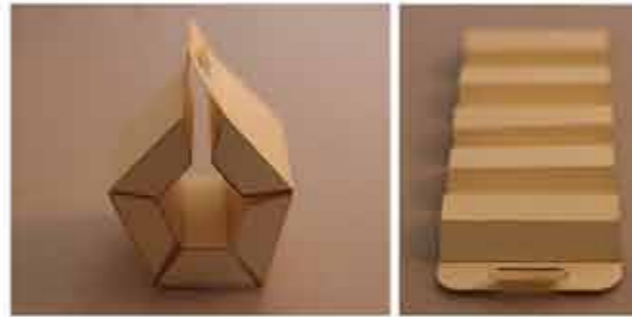


Initial Idea Sketches

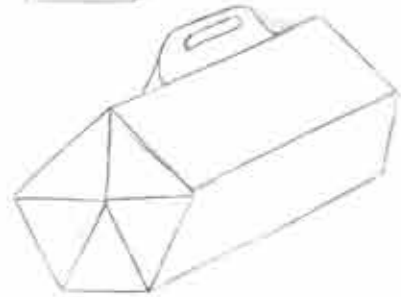
Idea 1 Boxes of various Contents
Bento Box - Fishon
Tiffin Box - Middle East
Pizza Box - Italian



Idea 2 Herbs by delivery
in the style of grocery boxes



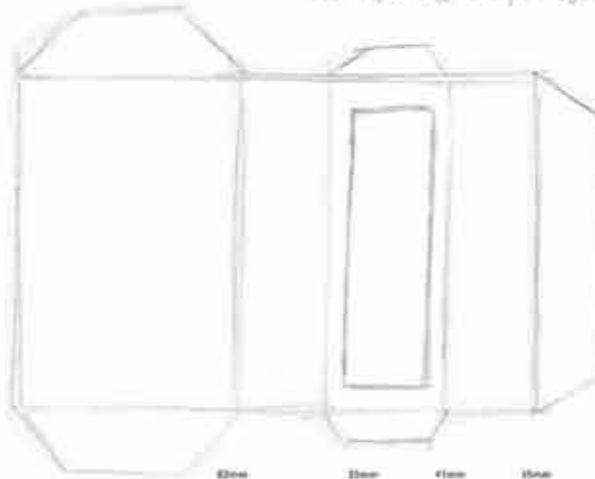
Initial sketched nets working out how the shapes would work



Idea 3 Postage shape case rolling out to reveal 5 growing compartments

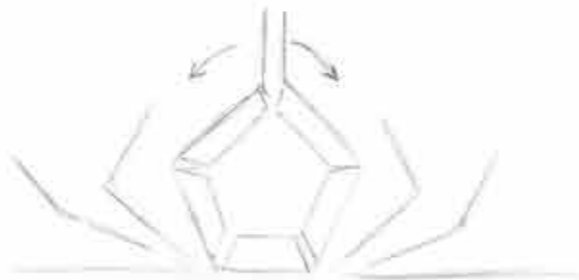


Idea 4 Trolley case transforming into a stand revealing growing tray

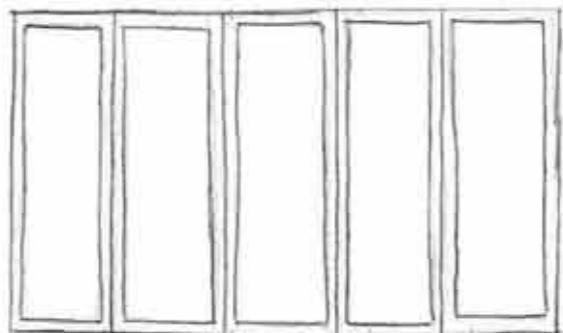
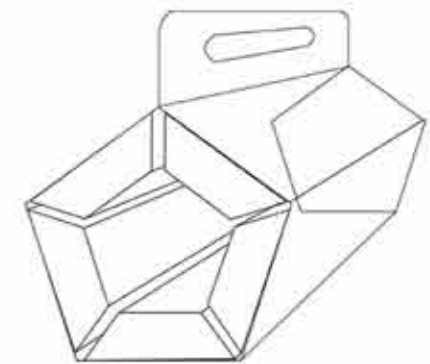
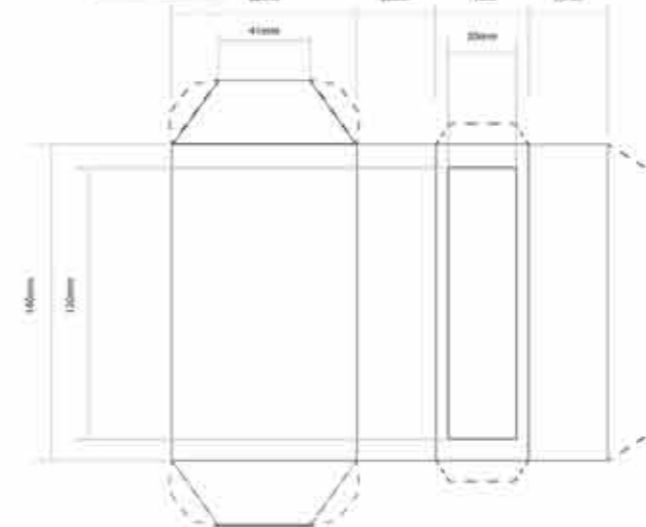


Final Idea

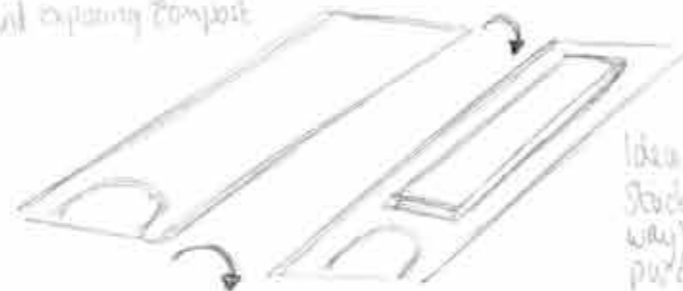
Idea 3 - Decided to develop this idea as felt it had greater potential, visually interesting (not just a box) and answered the brief well



Development models - initial model / To scale model



Ripable panels allowing access to seeds and expanding compost



Idea on back of removed panel
Stack sachet of herbs (out the way) but easy to get to once purchased and opened.

Final product nets with to scale measurements.