

Website Exemplar

GCE D&T Food Technology

Unit: 6GR04

Topic: Yakult Bottle and POS.

Context creates peppy feel. bad background colour. similar to 'gold' products.

poor quality? top' milk products.

Yakult logo

Healthy Start

Yakult

Info printed on red. Screen printing?

only printed in red. Screen printing?

ps 26j Dates added later

slogan: A healthy start to every day.

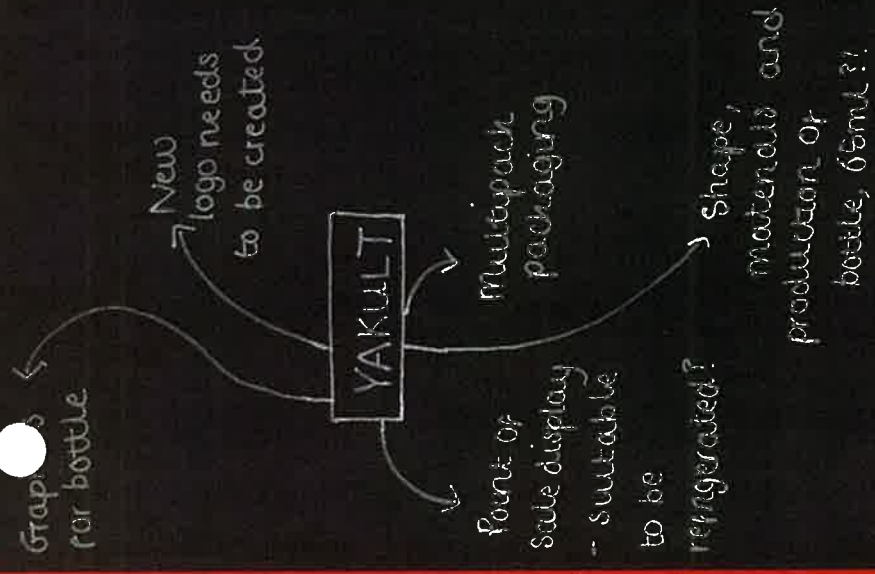
usp.

After doing work experience working for a graphic designer, I found that as I looked around our local super market I paid a lot more detail to the graphics and shapes of various products. One product which caught my eye was Yakult, compared to competitive health drinks the packaging on this particular product was a lot less visually appealing with a simple logo and no images or fun designs.



A new look for Yakult Health Drink is needed, currently the packaging of Yakult Health Drink has a plain and unattractive packaging using only one colour, red. Although this colour should be carried on into the theme of the new packaging, a more interesting and visually appealing packaging is needed, including the shape and the graphics. An improved logo may also be needed to suit the more modern appearance of the product. Yakult is failing to compete with other health drinks, which may be due to its less appealing look and corporate image. Creating a point of sales display for the product is essential, these will be placed in stores such as Tesco's and Asda's to encourage customers to buy this product which is currently not doing as well as many of its competitors. By creating a new image and design which stands out and catches the eye of potential customers, hopefully the market share and sales of this product will increase.

Yakult health drinks are suggested to be drank on a daily basis, this means that they are sold in multipacks rather than individually, currently a thin sheet of PVC is used to contain the pack of twelve which looks cheap and decreases the aesthetics of the product.



Continually the sales of healthy drinks and products which are deemed to have an added benefit including smoothies and yoghurt drinks are increasing. Sales in probiotics in particular are growing rapidly due to the increasing awareness of gut health, the value of probiotics is set to triple and reach 118.5 million Euros by 2010 in Europe.

Yakult's main user group is women, between the ages of 20 and 50, this is because women tend to be more health conscious and keen to buy products which are said to have an added benefit, in this case "improved gut health."

Although women are the main target group, if women are shopping for their families then Yakult may also be drank my men, and children; this means that the product will need to appeal to all user groups but particularly women.

ANALYSIS

About what I need to (research)

Based on commercial, market and sales

CLIENT THOUGHTS - ANALYSIS

For the 3 products to be designed there are many questions that needs to be asked and info that needs to be found:

- to increase sales and market share.
- What shapes/colours encourage sales?
- What materials/processes will cut unit costs?
- What multipack size encourages repeat buys and is most suitable?
- What bottle shape will promote a healthy image.
- What are rivals doing currently to + sales?

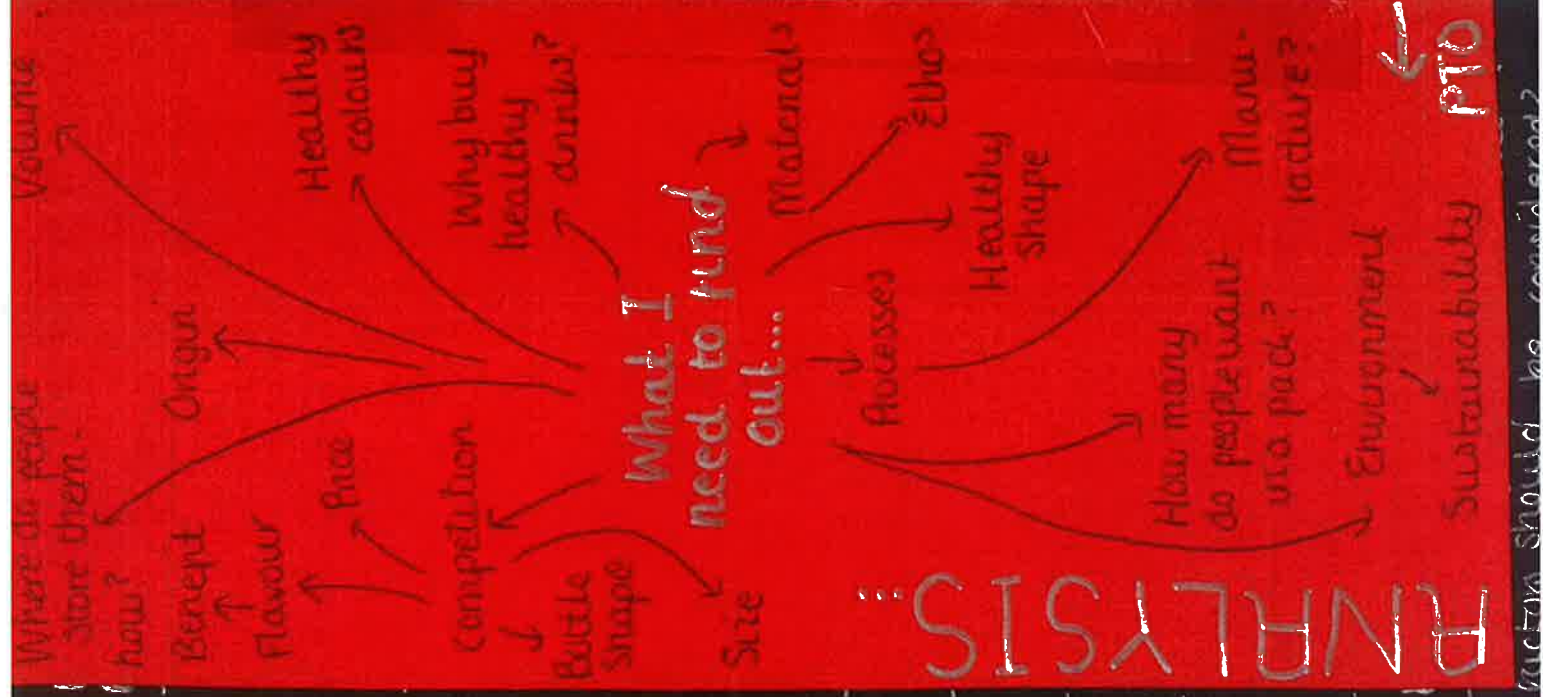
More focussed on customer needs etc

OPEN FOR ANALYSIS

MY FINAL THOUGHTS:

There are many aspects concerning materials, manufacture and sustainability which need to be considered and researched to allow this project to take place:

- How much volume does each bottle need?
- How many multipacks per pos?
- Logo? Slogan? Text font? Colours?
- How recyclable/environmentally can it be while also being within budget.
- How will the bottle/multipack be earned?
- What is the user measure?



ANALYSIS - QUESTIONS MY RESEARCH MUST ANSWER:-

- What shapes / colours attract the market segment to buy?
- What materials / processes will keep cost low but also be environmentally friendly etc.
- What bottle shape will be associated with healthy bodies?
- How many bottles should be in a multipack → usage?
- Existing products / rivals - what have they done / are doing?
- How many ml is necessary?
- How many multipacks must the POS hold?
- How can the bottle / multipack be stored and / or carried?
- How will each item be modelled and mass produced?
- What prices will / do customers pay, how does this effect cost?
- What logo / colours / fonts will improve sales and encourage customers.
- What legal information will be needed on the packaging
- What ergonomic / aesthetic

OPEN FOR ANALYSIS

Based on commercial, market and sales

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There are many aspects concerning materials, manufacture and sustainability which need to be considered and researched to allow project to take place. So much volume does each bottle need? How many multipacks per POS? Logo? Slogan? Text font? Colours? How recyclable / environmentally can it be while also being within budget. How will the bottle / multipack be carried?



faults with current

PROCESSES

The processes used will be strongly influenced by the material which are used, as well as the final shape for the bottle. The current production methods may be suitable for the new design, or new ways of production may need to be researched, the bottle and lid will need to be mass produced, as the product is sold currently in 23 countries.

ERGONOMICS

This is the way in which the user will react and interact with their product, including both subconscious and physical elements, this will include the way the bottle is held and the way the drink is drunk from it. This is also important for the packaging, finding a way in which the packaging can easily be opened is important to minimise the effort of the user. I will need to gather data about the size of the average mouth and hand, similar information could be gathered from analysing existing or competing products.

ENVIRONMENT

It is important that the product, packaging and point of sale display fits in with its final environment before sale, the supermarkets. The product may need to be refrigerated as it contains fermented milk which will effect the point of sale display greatly.

AESTHETICS

The visual appearance of the product should be eye catching and have a style which will appeal to the target market, the initial impression of the product will be gathered from glancing at the product, similarly, the point of sale display will have a large impact on whether or not the customer picks up the product to look at, and therefore must be appealing, interesting and high quality. The type of aesthetics which are appealing to the target market can be easily established through a questionnaire, aimed at this particular, group, or perhaps by analysing the appearance of a product which is most popular in this market.

MARKET

The market for healthy drinks is currently growing, the sales of smoothies especially is increasing. To compete with smoothies and more yoghurt Yakult image desperately needs reinventing. The aim of Yakult is to increase its market share by reinventing its image, to encourage more customers to buy their product rather than competitors. The main target market is for women, as women tend to be much more health conscious, also women tend to shop for their families and children and therefore will be buying the product not only for themselves but for a large range of consumers.

MATERIALS

The materials used for the label will depend on whether or not the graphics will be applied directly on to the main body of the bottle. The point of sale display could be made out of a range of materials, which will later need to be researched, although the material will need to be rigid and suitable to hold a set weight and amount of bottles. Factors such as appearance, cost, hygiene and whether or not the material will be able to be printed on will all affect this decision.

The bottle and lid are likely to be made using a form of plastic, however glass is another possible option, the material must be hygienic, waterproof, rigid and light.

COST

It is important that the production of the product costs less than the price the product will be sold at, otherwise the company will not be able to make a profit, or break even. Although at first the product may sold at a loss in order to gain market share, eventually a high profit will be wanted. The bottle and packaging are likely to be mass produced although the point of sale display will not, depending on the amount of stored who wish to have one.

SUSTAINABILITY

The recyclability of products is constantly becoming a larger and larger issue, the materials used to contain Yakult are ones that are likely to be able to be recycled, most plastics and cardboard can be disposed using recycling bins at home, as can glass. Glass is a possibility for a new twist for Yakult and would allow the product to be established as much more environmentally friendly.

QUESTIONNAIRE

asked to people the following questions relevant to the design and creating or the various Yohult products involved.

1. What is your most important consideration when buying a health drink?

- a) The benefits
- b) The calories
- c) The cost
- d) The size of the pack
- e) The appearance of the bottle
- f)

2. What factor influences you most to buy a health drink?

- a) The branding
- b) The size of each bottle
- c) The benefits
- d) Word of mouth
- e) Advertisements/promotions

3. Which colour do you most associate with health?

- a) Red
- b) Green
- c) Yellow
- d) Orange
- e) Blue

4. What health drink do you regularly purchase, if any?

- a) Yakult
- b) Benecol
- c) Danone (Activia)
- d) Supermarkets own brand
- e) Muller

5. What shape do you associate most with health?

- a) Hour glass
- b) Round
- c) Tall and straight
- d) Curvy
- e) Triangular

6. What pack size is most appropriate for you to buy?

- a) 4
- b) 6
- c) 7
- d) 8
- e) 12

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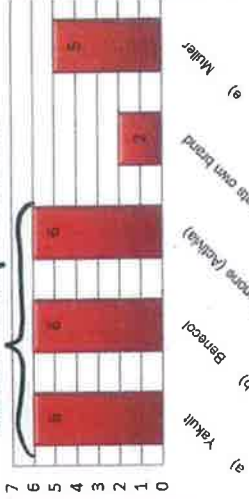
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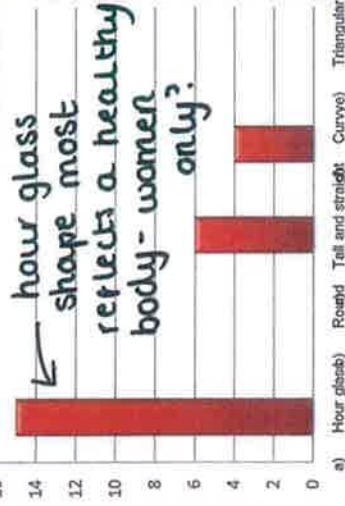


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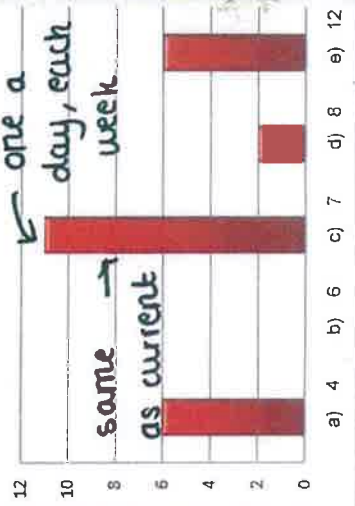
close competition!



5. What shape do you most associate with health?



6. What pack size is most appropriate for you to buy?



the benefits are the most important thing

BUT

people buy health drinks for various reasons

red is second choice - quite low %

green is most healthy!

asked 25 people the following 6 questions relevant to the design and creating of the various Yakult products involved.

EVALUATION

EVALUATION OF RESULTS

Although the questionnaire will not be the sole basis of my research, it has given me a strong idea of what customers want and how they perceive various products. Understanding what the customer wants and what encourages them to buy a product will enable me to design the various aspects of the Yakult products with this in mind. If the product is not what the customer wants then the sales are likely to decrease and the product will not be purchased by a high proportion of the target market. I will also consult my client and research existing products to get a greater scope of ideas about how to approach the designing of the various products.

From the questionnaire I found that customers buy health products mainly based on the benefits which the product gives, this means that it is important that these details are identified and made clear to the customers. Customers are influenced in a variety of ways and these aspects need to be covered in order for the product to be a success. Green was suggested to be the most healthy looking colour, followed by red therefore these are potential colours to focus on, however they are at the opposite end of the colour wheel and therefore may clash.

Yakult is in the top 3 health drink products purchased by the people who took my questionnaire, therefore it is worth looking at the other two, Benecol and Danone to see how they have approached their logo, packaging and design.

When asked that shape customers felt reflected health, and a healthy drink "hour glass" was the most popular choice, however this is most likely to be from women who strive to have the "hour glass figure" often talked about in the media. Round and triangular were the least healthy shapes according to the questionnaire, they would also possibly be the most difficult to manufacture in mass.

Finally, the amount of yakult bottles to be sold in one multipack was discussed, currently 7 yakults are sold in a pack, this was also the most popular choice from the questionnaire. 7 yakults are sold in one multipack because this allows one yakult drink a day for the customers, however this may be unsuitable if they are bought for the use of families where four might be needed a day and therefore perhaps they should be sold in a different size pack?

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- c) The cost
- d) The size of the pack
- e) The appearance of the bottle



2. What factor influences you most to buy a health drink?

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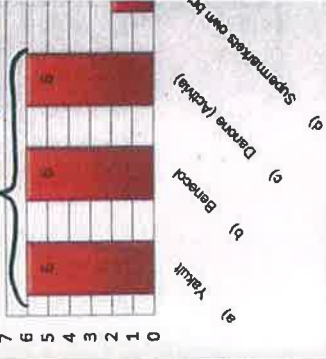


3. Which colour do you most associate with health?

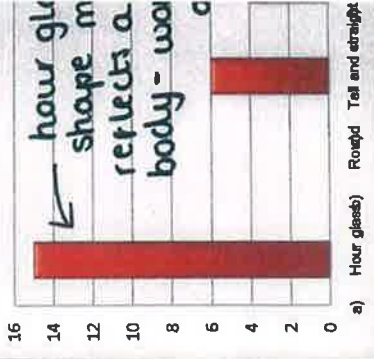
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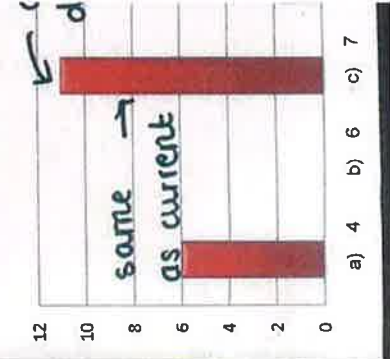
4. What health drink do you regularly purchase, if any?



5. What shape do you most associate with health?



6. What pack size is most popular for you to buy?



The benefits are the most important thing

people buy health drinks BUT for various reasons

red is second choice - quite low!

green is most healthy!

The Yohut bottle is designed so that it is comfy to hold and fits easily into the palm of one hand. Whether by coincidence or not, the height of the bottle is equal to the length of a woman's average longest finger. The Yohut bottle is marginally smaller than competing drinks.

The gold lid of the glass milk bottle has recently changed into a more hygienic, easily set of two pieces.



This is similar to other milk based drinks such as Fijji and Health drinks such as Dewar. The inner pull tab pieces roll closed with an easy twist to pull open, then the outer HOPE protects the piece from being damaged. Furthermore, the green outer lid improves the appearance of the bottle.



ALTERNATIVE OPENING SOLUTIONS

Actual life-size representation



uses more material

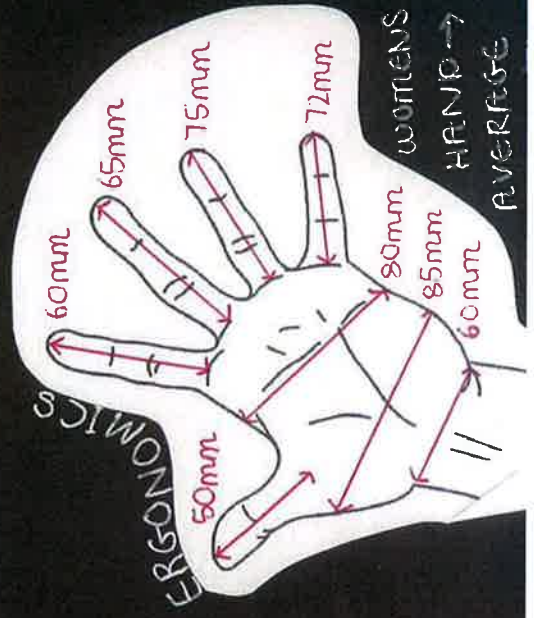
Easy & saves waste

OPINION dd
 - drink flows with ease
 - ergonomically looks
 - fits well in mouth
 - easy to be re-used
 - more effort to open
 - extra lid is waste of resources?

OPINION dd
 - too big to fit in mouth comfortably
 - drink often spills
 - can't be re-used
 - would be better with smaller diameter
 - hard to hold, a bit too wide

OPINION dd
 - can't be re-used
 - when they pull have to tip head back
 - too wide to grip very comfortably
 - opening piece often falls off

ERGONOMICS



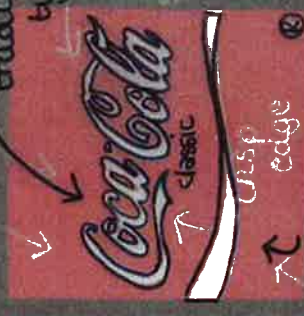
EXISTING PRODUCTS



Strawberry image fits theme
 bold
 play on chunky
 looks modern "fridge"
 leap?
 looks like a leaf
 looks like a strawberry
 looks like a strawberry
 looks like a strawberry



looks expensive
 Old and traditional typography
 blue background detail



classic
 edge
 everyone knows the mate
 use of red and white again



young font shape
 interesting shape
 outline emphasises writing
 use of bolds and modern font



"oasis" emphasises branding



All the colours above the black line are the more healthy and bright colours. It vivid logo will draw attention and improve the aesthetics / visuals.

The violet colour is also quite bright, although quite boring on white, there are no other colours bright and rich.

The current, although quite bright, looks dull and boring on white, there are no other colours bright and rich.



! Like the way that the typing is enclosed within an outer shape

Although the font looks chunky and not very mature or sleek, I like the way that the tail of the "t" shape sticks over the edge.

Unlike many of the logos on the left, there is no imagery or pictorial aspect to the logo, the peachy colour or important qualities of drink are not emphasised through the

EXISTING PRODUCTS

Like all the other bottles, this product has a gold lid, perhaps due to cost?



Open used for milk products, "golden top" is printed directly onto the bottle, this reduces raw materials, but limits colour and image quality

← bottle shape is small and wide compared to alternatives

← Information is printed directly onto the bottle, this reduces raw materials, but limits colour and image quality

← contains no image, only typography

← Company slogan

← use by date

← Unique sp.

In comparison to alternative existing products, the logo and design is plain and boring, the colours are not bright vibrant or very healthy looking, and the unusual shape but bottle shape with squared shape contrast to what



Open used for milk products, "golden top" is printed directly onto the bottle, this reduces raw materials, but limits colour and image quality



← like this

← Tall + thin not see through

← bottle - cheap to buy ready made in bulk

← straight edges

← colour to yellow

← not see through

← sturdy, easy to get out or mould



← Similar shape - same brand to look

← Not very healthy looking

← Not very healthy looking



← ALL HAVE screw caps

← curved shape

← label takes up big shape - little detail bright + childish?

← simple shape



← can see healthy, bright drink through it

← Curves simple size + interesting bolding



← simple as attention on label

← "(-) shape" looks like rough

← simple as attention on label

← "(-) shape" looks like rough



← simple as attention on label

← "(-) shape" looks like rough

PERCH	colour of drink inside bottle - shows through
Although reds	vibrant, bright, not same impact as PB's
	to make smaller

BOTTLE SHAPES

↑ LIFT



Legal requirement

Customers are becoming more concerned with the nutritional value of the products they're consuming.

Bottle is only 65ml - quite small?

Information would be printed at a later date, room needs to be left on packaging for this.

Currently sold in packs of 7, is this most suitable for families?



Nutritional values per 100 ml per pack	
Energy	111.8 kJ/26.6 kcal
Protein	1.7 g
Carbohydrate	17.2 g
Total sugars	17.2 g
Total fat	< 0.1 g
Of which saturated	< 0.1 g
Fibre	0.0 g
Sodium	0.002 g

Background info that the company wants the customer to know -

Legal requirement

material - light weight - rigid - versatile - may change!

PP (polypropylene)

Lactobacillus casei Shirota unique sp.



RESEARCH

There are several pieces of information that are compulsory to be included on packaging, especially food/drink products, these include:

- the bar code
- the material
- ingredients
- place of manufacture
- contact details

On the existing packaging all the vital information is included, it is important that this information is on the new designs. The individual bottle and multipack packaging contain slightly different information due to the amount of space available and the materials which the packaging is made from. This information will not necessarily need to be included on the point of sale display as the purpose of this is to advertise the product.

The logo is the main focus of both of these pieces of packaging, the Yakult logo covers half the entire multipack packaging, and most of the front of the drinks bottle, when designing a new look for these products I must consider the sizing and importance of the branding.

On the back of the multipack there is a large section of writing about the background and contents of the Yakult drink, it is obviously important to the company that their customers are aware of this information however, displaying it in a more fun and attractive way may encourage customers to actually read it.

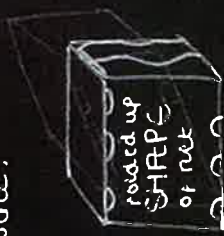
Red is the only printed colour on the packaging, although this creates strong shapes and a strong image, it is not very interesting, and compared to the packaging of alternatives health drinks looks unattractive and is likely to discourage customers to buy the product as it lacks a healthy, fun, fruity appearance which may entice customers.

RESEARCH

have large side surface available for printing important info + images to attract attention.

contains nutritional information

material recyclable, therefore if used for Yohuiki, would hit "sustainable" specification point.



shapes out using a die cutter - folds back into shape holds bottles in place.

similar net design to these 2 pieces

EXISTING PRODUCT



thin card but good strength to weight ratio - needs to be light to be

smooth exterior finish with high quality print improves image!

curvy, hour glass shape

bottles hold in place/bottles

similar curved layout

quality finish

pack of 6

pack of 6

pack of 6



125ml volume.

WHY?

- convenience
- all you need to get benefit "one a day"
- multipacks?



250ml volume.

WHY?

- Needs to fit enough fruit for 1 of the 5 a day.
- tastes good
- competes against?



120ml volume.

WHY?

- all you need to get benefit
- competitive
- size fits in hand/multipack.



100ml volume.

WHY?

- that's all you need to benefit
- drink not to quench thirst



65ml volume

WHY?

- because only 65ml is needed to gain the benefit of "gut health"
- buy a "quick drink" not another to clutter your choice.
- might not taste nice to a selection of people
- small size of raw materials for easier and ingredients
- company makes their profit

Compared to the Activia and Actimel bottles which have a curvy, smooth, womanly figure the Yakult bottle has a short, 'dumpy' shape. The box - like top and the sudden curve aren't very sophisticated and don't create a shape that would encourage and suggest a healthy diet and drink.

The most suitable type of card to use for this packaging is carton board, it is often used in industry for packaging. It is suitable for high speed, high quality printing and for gluing cutting and creasing at high speeds in an accurate, automated process.

The advantages of carton board include that it has an outstanding print quality, it has excellent protection in structural packaging nets and it has a relatively low cost of production as well as it being recyclable which is important when thinking about sustainability and the environment, as well as customers ethics which are continually influencing more and more whether or not they buy a product. Folding box board is another alternative with similar properties, it is often used for cereal packaging.

Flexography is possibly the best solution for printing onto this material, it is often used for food packaging and can be done at a high speed, the cost is low when used in mass production. The image quality is often described as low, however it will not be printing photos but blocks of colour therefore it is still suitable. A disadvantage is the high set up cost of production.

GREY BOARD:



Advantages:

- low cost
- can be laminated
- sturdy
- can be made thick

Disadvantages:

- Unattractive side

MANILLA CARD:



Advantages:

- Quality finish
- Thick and rigid
- Recyclable

Disadvantages:

- High cost
- Difficult to bend
- Absorbs ink
- Laminated?

RESEARCH

YAKULT BOTTLE - POSSIBLE PLASTIC MATERIALS

Material	ID code	Properties	End uses	Opinion
PET	[1]	- Prevents gas from entering and escaping - Doesn't flavour content - "Crystal clear" appearance - Tough but light weight	- Fizzy drink bottles - Food packaging	This material is suitable for food products however is usually blow moulded into a thin strong material for fizzy drinks products such as coke. A crystal clear appearance may enhance Yakults packaging and would allow the peachy colour of the contents to show through strongly
HDPE	[2]	- Chemical resistant - Water barrier - Tough and hard wearing - Lightweight and rigid	- Washing up liquid - Cosmetics bottles	It is important that the packaging for this product is a water barrier otherwise the content of the packaging may leak, this material may be suitable because it is also tough and hardwearing but light so it is user friendly.
PVC	[3]	- Doesn't rot or corrode - Protects from gas and moisture - Strong - Can be rigid or flexible	- Fruit juice bottles - Food and confectionary packaging	This is one of the more suitable materials as it is often used for fruit juices, it is important that the same properties remain if the packaging is placed inside a fridge. The material would need to be rigid.
LDPE	[4]	- Good water barrier - Tough and hard wearing - Light and flexible - Decorative when coloured	- Stretch wrapping - Milk carton coatings	This material is not suitable for packaging a drinks bottle, it is not rigid and is often used to cover rather than to be the packaging.
PP	[5]	- Lightweight and rigid - Impact resistant - Doesn't absorb water	- Food packaging - Yoghurt pots	This material is suitable for yoghurt pots which means it will be suitable to contain a yoghurt drink, the material can be injection moulded which is the current production method of the Yakult bottles.
PS	[6]	- Transparent - Rigid - Lightweight - Low water absorption	- Yoghurt pots - Food packaging	Rigid Polystyrene is the current material used to create the bottle shape for Yakults drinks, I found that when drinking from the bottle it easily bent and white marks appeared showing weaknesses in the rigidity.

Plastic is currently translucent, although you can see through, it is not crystal clear.



Screen printed? As you can see, the bottle itself is currently made from PS, polypropylene could also be used.

SUSTAINABILITY

Blow moulding is the most common and suitable way to manufacture plastic bottles. Multiple shapes can be made quickly in mass for a low cost. You can test that the current Yakult bottle has been blow moulded by the 7 point test which involves either side where the 2 halves of the mould joined together. If the new lid of the bottle was to be made from plastic, injection moulding would be most suitable.

Plastic person tube is extruded and the mould is closed. The mould is cooled. The mould opens and the process happens again.



LIFT FOR SUSTAINABILITY

My client at Yakult who I have been consulting has informed me that blow moulding is the current form of mass manufacture for the Yakult bottle, the product is sold in 23 countries and therefore has extremely high demand, keeping the cost of production low is important for the company so that they can make the maximum amount of profit, although packaging is not extremely important to them they have recognised that it is an essential in order to attract customers and compete in the current market. Although they feel that other forms of manufacture are possible, it is at my discretion for the final decision, although low costs and sustainability factors are important. Improving sustainability will hopefully improve the image of the company and encourage customers further to buy the product. Many alternative products are currently made from "recycled plastics" and therefore this needs to be researched further.

YAKULT LOGO

- The logo design must include the word "Yakult" because this is the name of the brand, without this information the product would have no corporate identity
- The design must include elements of red as this is the existing colour for the product brand meaning that the product is more likely to still be recognisable as the existing product
- The logo must be clear to read, bold and interesting to encourage customers to buy the product, this will tie in with the corporate image of the product
- Elements of images, icons or shapes must be included in the design of the logo, because currently only typography is used which is not very aesthetically or visually appealing, adding images will draw the customers attention and make the product able to compete against customers more efficiently
- The logo design must be suitable to apply to all aspects of the product, including the bottle, the multipack, the point of sale display and any adverts that may later be created for the products promotion

YAKULT 65ML INDIVIDUAL BOTTLE

- The information on the bottle must include all the legal information that is required including ingredients, sell by date, material of product, etc
- The information displayed on the bottle should be in a font that is easy to read and stands out, making it easier for the customer to read through the information and make a decision whether or not to buy the product
- The graphics applied to the bottle must include the logo, the graphics must be more interesting than the current design, taking inspiration from existing packaging of competitive products
- The bottle must be able to be opened easily by the customers in order to drink it, this means it will not be a difficult, time consuming task and therefore become part of a daily routine encouraging repeat business
- The bottle must be able to hold 65ml of Yakult drink, this is the current commercial production volume and will not change when the packaging and image of the product does, 65ml is the daily amount needed to improve gut health
- The shape of the bottle must be appealing and suggest a healthy shape, research suggested a tall and thin shape, or hour glass type figure. This encourages customers to feel that the drink is healthy and will help them look this shape
- The bottle must be a suitable shape to be held comfortably in one hand by the end user so it can be drunk on the go and does not take a lot of effort
- The sustainability of the materials used must be considered and where suitable recycled or recyclable materials should be used, raw materials and waste should be kept to a minimum, the source needs to be relatively close so that the carbon footprint is not increased due to long distances of transport

YAKULT MULTIPACK PACKAGING

- The multipack packaging must be able to hold 7 bottles of Yakult, this is not only the current amount of bottle sold in a multipack but also the most favourable choice from my primary research. 7 bottles encourages one a day, which increases the use of the product and therefore the sales
- The multipack must be able to be opened easily by the user in a short time, this means drinking the product can easily become part of a daily routine and doesn't take too long or too much effort
- The multipack must include the logo and basic information about the product, for legal reasons and to comply with the rest of the products images
- The multipack must be made from a card based material that is either able to be recycled or is made from recycled materials, sustainability must be considered, although other less environmentally friendly solutions are still acceptable if more viable for the company
- The finish of this piece of packaging should be high quality to encourage the customer to buy the product, this will help the product be perceived as high quality and expensive
- The bottles of Yakult must be contained in a suitable way that prevents them from falling out of the multipack during transport and storage, this prevents damage and loss of products cutting losses for the company

POINT OF SALE DISPLAY FOR YAKULT MULTIPACK

- The point of sale display must be bold, interesting and eye catching to encourage potential customers to look at the display and then purchase the Yakult product
- The point of sale display must be laid out in such a way that customers can easily reach and take a multipack out without struggling or catching their hands on the display
- It must display the product in an interesting eye catching way but also have storage space to hold 10 more multipacks, these do not have to necessarily be on display
- The point of sale display must be free standing so that it can be placed anywhere within a store
- When considering the production of the point of sale display sustainability must be considered, where possible sustainable materials should be used and waste should be minimised, however this product does need to be visually impressive which may take more materials

After consulting my client on all the areas of research I have looked into, we agreed on a specification that is workable and meets all the needs of the company. My client is happy for the project to continue with the specification points above designated to each specific product area. Before anything, the logo must be designed as this is going to be applied onto all the other products, and without it the project can't move forward.

SPECIFICATION

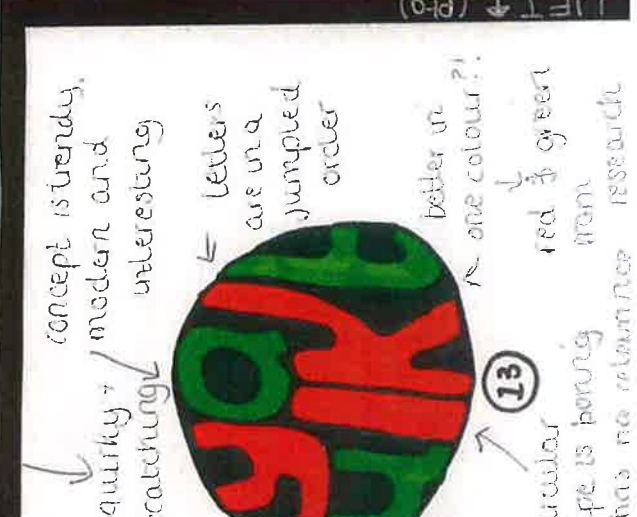
9 Shaped like a dress
 thick bold font
 red and green looks too clumsy?
 healthy, curvy body shape
 like the use of capital letters
 shape looks as though it improves health, not gut health
 looks separate to other text
 creates wrong image?
 don't use these!
 "new glass figure"
 could be incorporated into

10 tree suggests growth, health and life
 creates "Y" shape!
 brown would be dull/boring?
 bright orange peach
 not keen on position or font
 letters could be on peaches in tree etc?
 would make run part or scale display don't like red colour?
 cheesy but original idea

CLIENT OPINION:-
 @ Knitting: the way letters look both size and manipulation
 body shape and color
 interesting font
 chunky letters, similar with shape making
 @ T-shirt: don't like to make a t-shirt
 implies healthy, but hard to separate from into the shape
 @ color: if the blue part makes yellow and that the be separate, that is interesting, explaining
 @ only top and bottom part in separate body
 @ this could be worked with shape
 @ fun and diverse although messy
 @ font with bright colors
 @ make sure that it is easily recognizable
 @ don't forget the idea behind a logo and original font
 @ be on specific
 @ thought definitely to avoid female health with such image



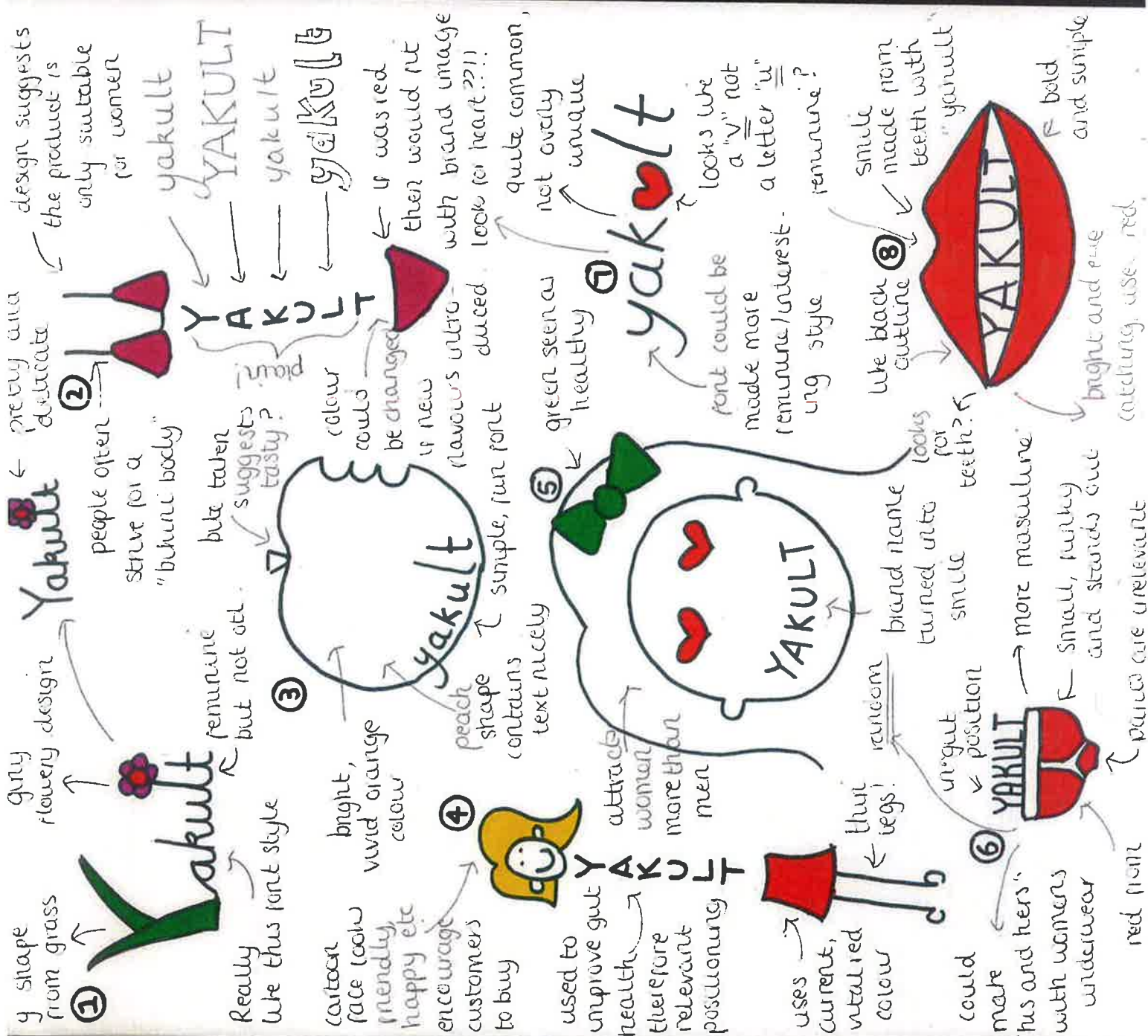
12 "I ♥ YAKULT" on a t-shirt
 simple outline shape
 doesn't promote healthy body
 "I ♥ NY" t-shirt style
 too obvious!
 funny and modern
 suitable for young teens rather than women?
 could be made into more interesting relevant shape



14 bold, funky and interesting
 fun but childish font
 could be incorporated into

LIFT ↓ (Pro)

LOGO - INITIAL IDEAS

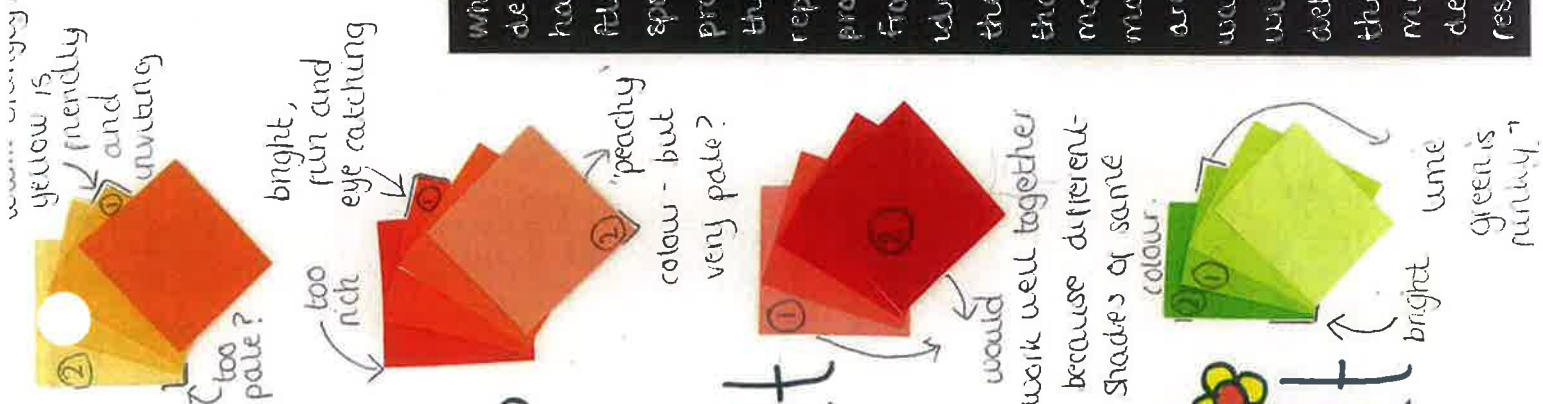


CLIENT OPINION:

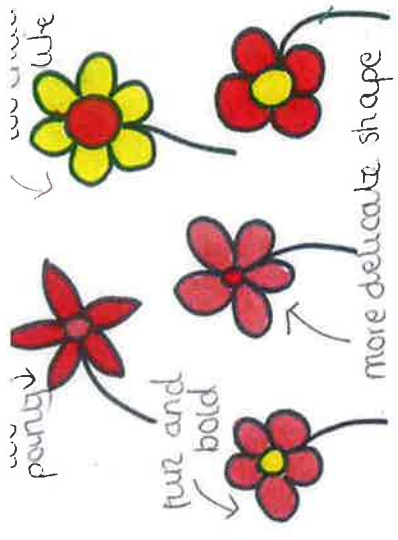
- 1. Font style and colour to not be grass, flower, something with height
- 2. Bikini suggests a healthy body which is important, always the female market, but could be more interesting
- 3. Simple but effective bright things are more unique than busy things
- 4. Be careful not to say "attractive" or "modern" although many clients would love the word
- 5. Very simple font, especially for images need to be able to call out and read something
- 6. Make sure that anything we put that "yakult" position
- 7. Make sure you get understood the brand and not very over-the-top
- 8. Brand and not very over-the-top
- 9. Make sure you get understood the brand and not very over-the-top
- 10. Make sure you get understood the brand and not very over-the-top

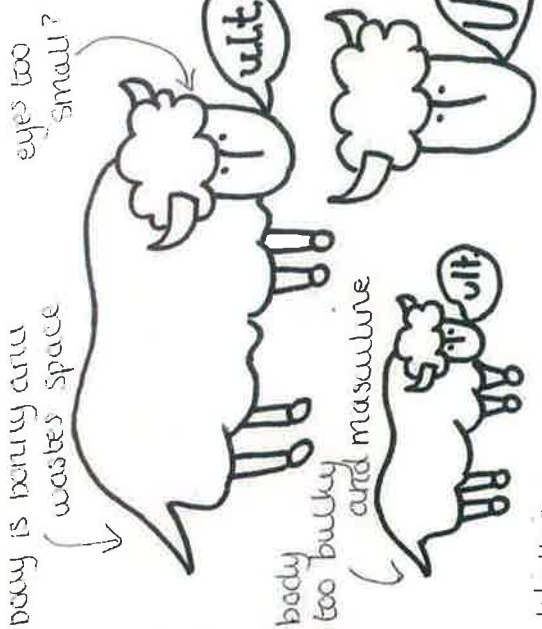
LIFT → (P6)

LOGO - DEVELOPMENT



When I got to this stage in the design of the Yakult logo, I had a meeting with my client. Although I have met all the spec points with the working progress, the client feels that the trees and flowers don't represent the fact that this product is a yoghurt drink. From looking at my initial ideas he is very keen on (4), the Yeh shape design. I feel that this is because he's made and that the target market which is warmer 25+ are much more likely to want to purchase an item with a feminine, colourful, delicate logo such as one to the left rather than a more masculine. We have decided to carry out market research to resolve this issue.





eyes too small?

body is bumpy and wastes space

body too bulky and masculine

we this front

horns both at front greater better head on view.

eyes look too big and childish

cant tell what it is without body

too masculine

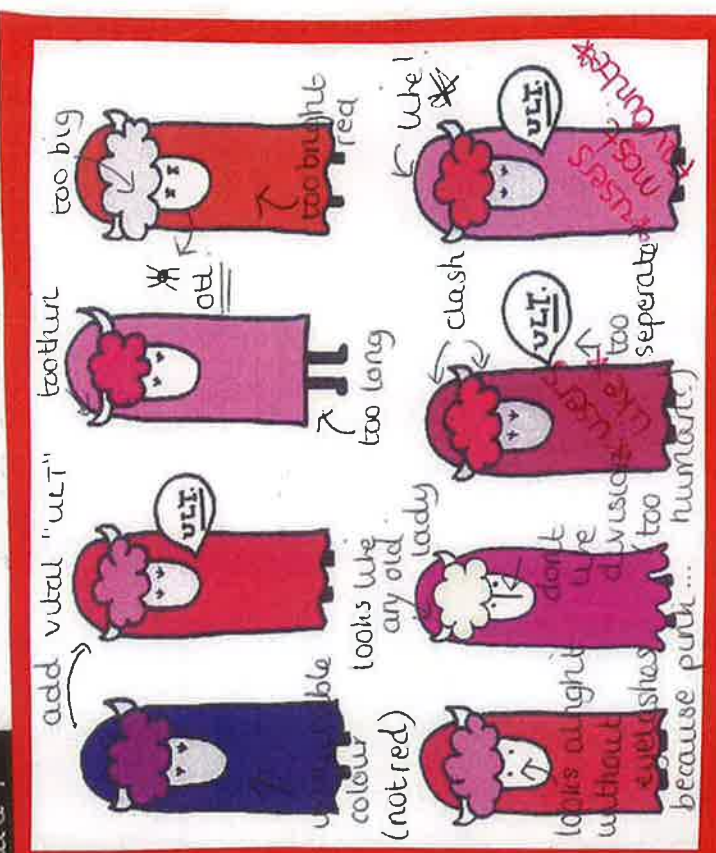
too wide!

could make shape stumpy?

hunch back?

look like a yak at bottom

CLIENT INPUT:
 Once I had shown my final selection of ideas I consulted by client who was pleased with the adaptations I had made to create a remune, fun relevant character.



After playing around with colours, pinky red colours were chosen. Finally the "ULT" was moved into position!

Speech bubble moved.

FINRL
 LOGO:
 client was really pleased, its a fun character

After coming up with a final rough idea from developing the initial logo idea I scanned a selection of possible images onto photoshop, here I played around with a few red based remune colours. I chose to add eyelashes to create a more remune, gny yak which will hopefully encourage the target market to notice, pick up and buy the drink. product. Once I had manipulated and edited the images I quickly checked they met the specification before doing a bit of market research asking once again, which logo they preferred

BOTTLE - INITIAL IDEAS

simple, conventional bottle shapes that meet spec.

* need to be more fun & interesting shapes

looks like milk bottle

looks like perfume bottle

short & fat

thin and tall.

CLIENT FEEDBACK:

After sketching a few simple outlines in our previous meeting we came to the conclusion that because we have an extravagant, bold, fun logo, it wouldn't be a catastrophe if the bottle took a simple, basic shape to complement & create focus.

2 Perforations = **tray**

Difficult to blow mould

could vacuum form?

Love this idea, however looks very childish, would be perfect for a child's drink

High production cost - uses alot of colour

Use coloured plastic to lower cost (PS)

Label printed onto paper

looks like a fanta bottle

Taken from how glass figure shape

Simple to blow mould

Idea taken from milk bottle

Use coloured plastic to lower cost (PS)

Label printed onto paper

looks like a fanta bottle

Taken from how glass figure shape

Simple to blow mould

Idea taken from milk bottle

1 Hole to put hand in, easier to hold

Makes bottle harder to blow mould.

Uses logo outline

Materials / methods etc

Opinions on appearance

3 Attached using adhesive?

Logo

NAME & INFO

Top heavy - looks masculine

Logo

OTHER

Back of your shape "A"

attention required specification

The lid can be opened easily. Above a room for the logo and legal information. The shape doesn't easily suggest a healthy body. It could be held in one hand

This design is too childish, with an unattractive shape. There's a room for all necessary info

Slight over-emphasized on easy to hold handle and a removable shape. Feels like a soap for baby. The shape could be mass-produced using recyclable, plastic materials

This design could easily meet all the criteria on a it has been completed and developed. It is a mostly fun and easy to use / hold shape. It is masculine although not other criteria could be met. The design has been developed

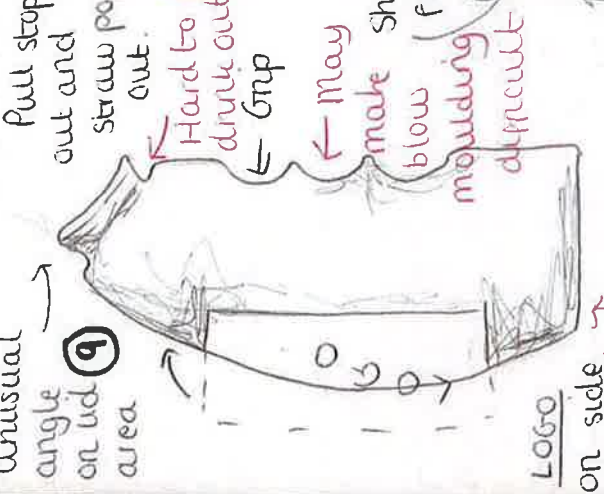
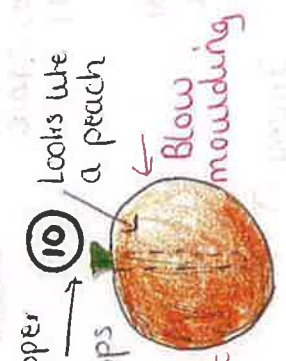
Evaluation criteria
 5) Meets all spec points since developed fully like shape could easily have top etc applied realistically
 7) Unusual shape quite heavy, although shape would allow easy grip. Tall thin?
 8) Unusual shape may be difficult to mass produce. Great metal late added point of simplicity than want overvalue
 9) Easy to hold, fire standing shape. Comfy shaped mouth part. Logo may look out of place on curved shape.
 10) Both round, short and tall shape. don't support healthily body shape. may be hard to push one side. meet most of spec
 12) Innovative material saving idea. Although shape is difficult to make too childish/complex

Opinions on appearance
Materials and methods

Below, I used the logos to work round them, trying to create shapes that continue the new brand image.

For pressed over for lid? Offset with log, with all vital info on...
 Attached using adhesive

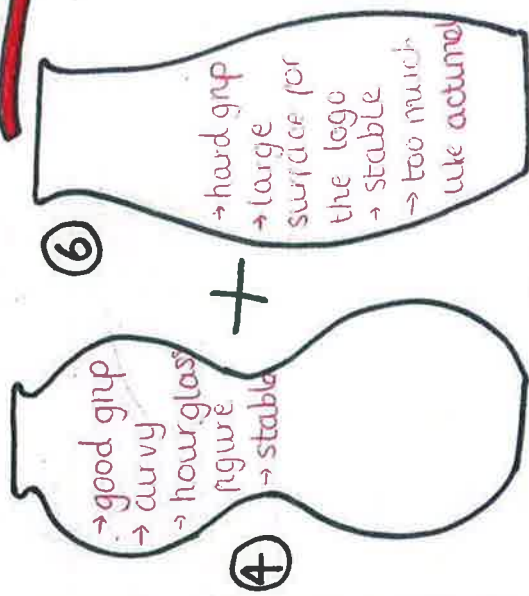
Could be made from polystyrene
 Easy to blow mould
 Similar shape to actual
 Thin and tall, don't thicken bend looks raftering
 PVC? Can be coloured



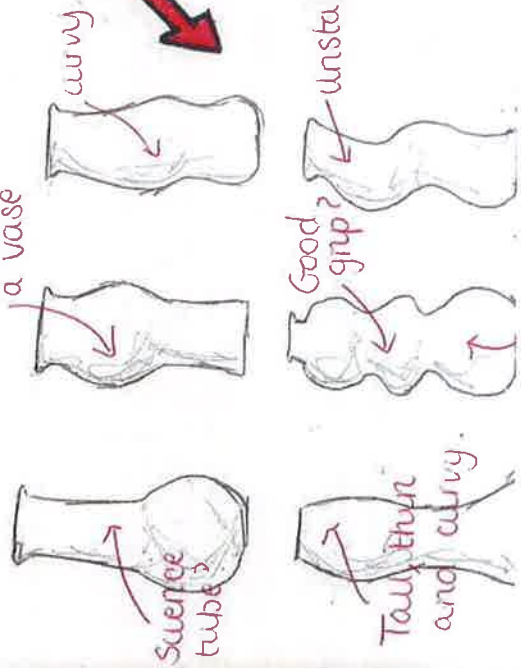
PS? But often leaves an unclear, dull colour finish?
 Could be...
 Polypropylene is used often to make yoghurt pots
 Permeant to manufacture and waste products
 Could save both material, money and waste products

BOTTLE - DEVELOPMENT

After talking with my friend, we decided that the shapes of ideas 4 and 6, were most suitable. With curvy, feminine shapes with a simple and easy to hold. I am creating some sketches combining the two to try and create a final outcome, or just adapt slightly the initial ideas if not.

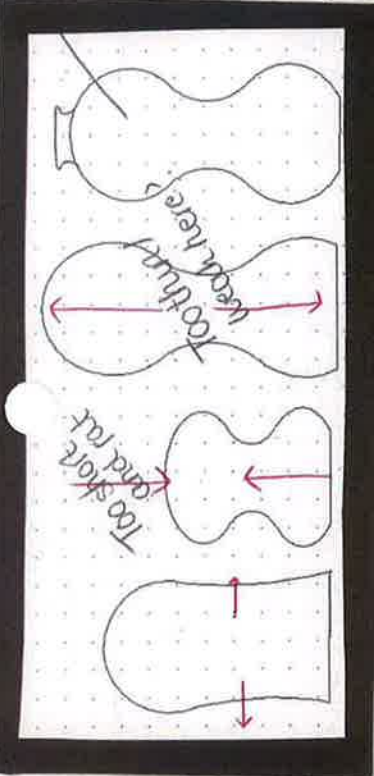


looks like a vase

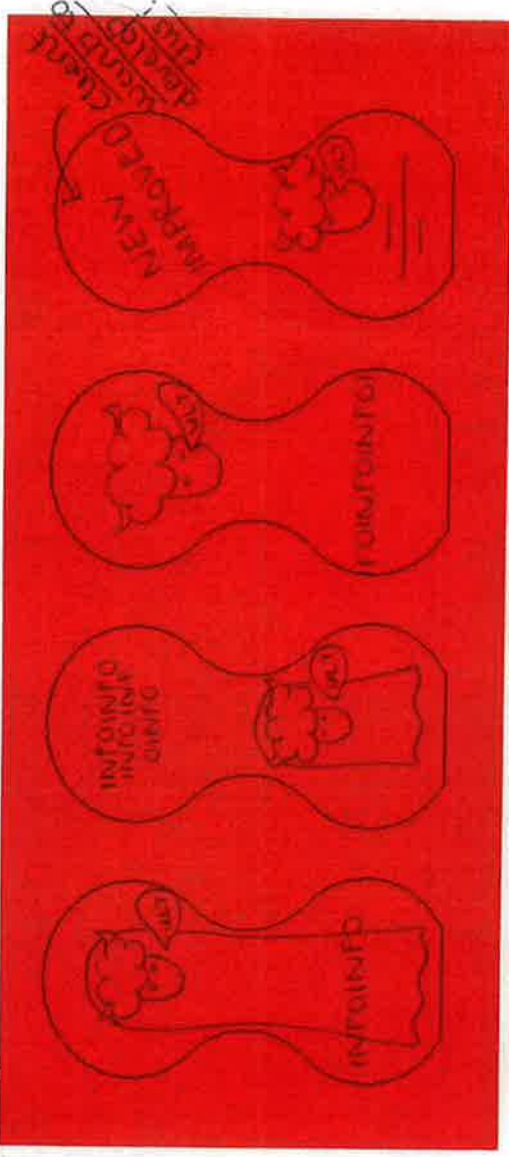


Compared to idea 4 and 6 these adaptations look quite complicated and lose their curvy, sophisticated yet simple shape which contrasts to the cartoon, fun logo design which will be applied.

I made a model of the two previous designs using polystyrene. Cutting them out with a bandsaw. Creating the curves in glass is difficult to create, although did it anyway. The need of whether the shape is comy.

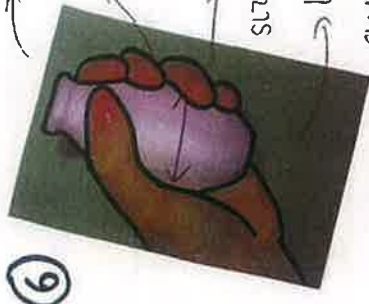


Client really likes this shape, I experiment with it on 2D design by lengthening, shortening and reducing the curves however the idea was still the most appropriate functionally and aesthetically.



It was difficult to create the model but I think my model is the best.

→ Bottle looks comfortable in hand



- Quite wide shape
- Similar size to existing
- Look realistic, curvy and appropriate

CLIENT INPUT

"I think that although idea ⑥ is simpler, it doesn't have as much visual interest and appeal which idea ④ holds. The shape is suitable to be drunk out of, while having a shape which represents the curvy hour glass figure shape which women strive for. Good gut health is the main function of Yakult, however if women perceive the drink to create a healthy body too then this is likely to increase interest in the product and subsequently boost sales. Idea ④ is the way forward."

⑥ → Potential customer said:

- A bit too wide
- Right size mouth
- Shape is simple, but curvy
- Quite boring & looks like a tumbler



④

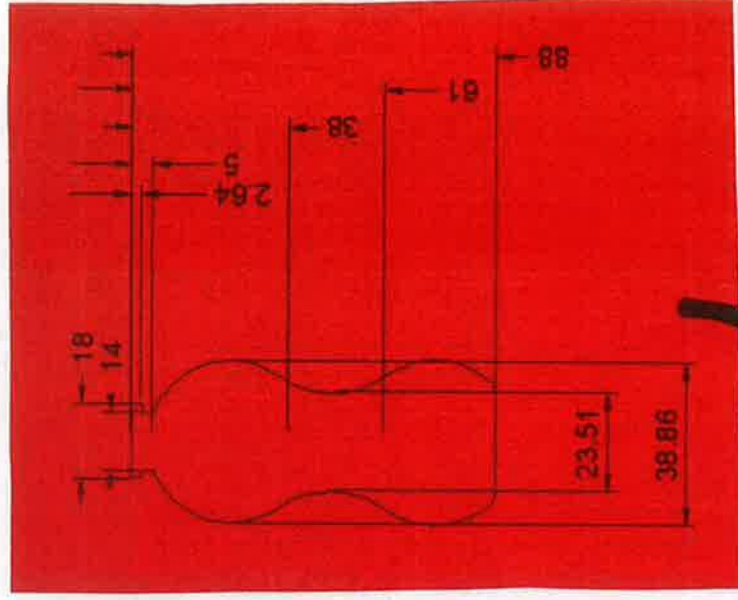
→ Potential customer said:

- Curvy, fun shape
- Comfy to hold
- Easy to grip and drink out of
- Hour glass shape



④

- Hands fit nicely into curved shape
- May be difficult to manufacture /

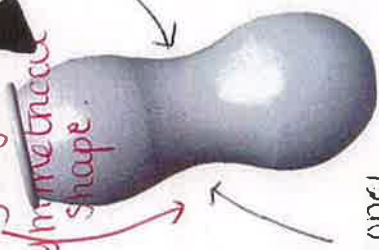


Lathe is easiest way to get a

symmetrical shape

Concave shape allows a comfy grip

Lip will have foil lid hollow inside

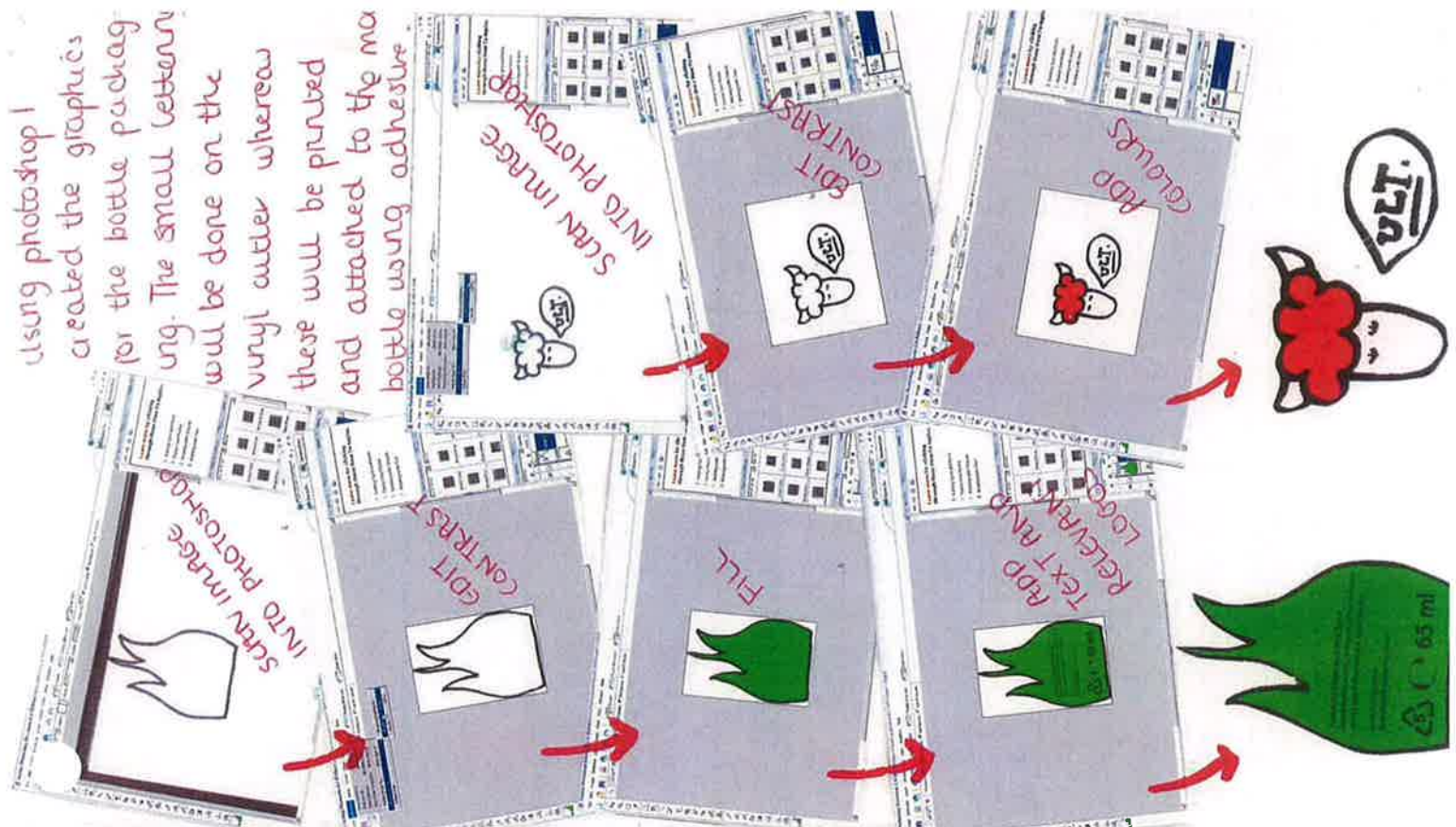
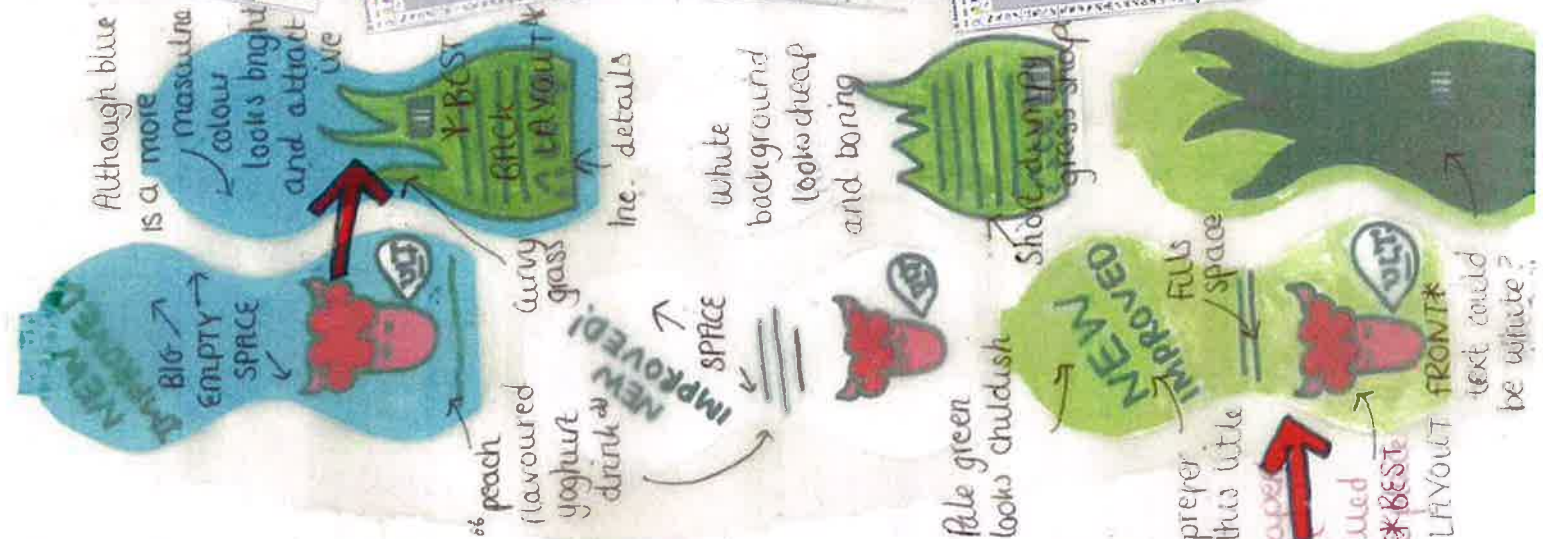
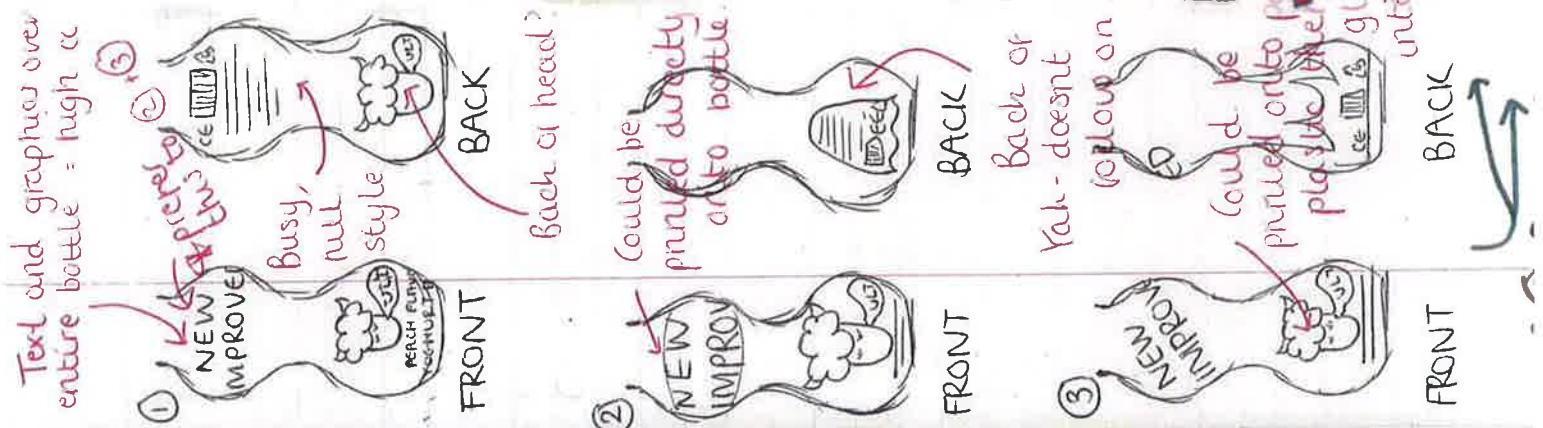


MODEL

pure is soft and easy to manipulate

will be made out of wood using the lathe, then will be varnished and spray painted opted colour.

BOTTLE-FINAL IDEA

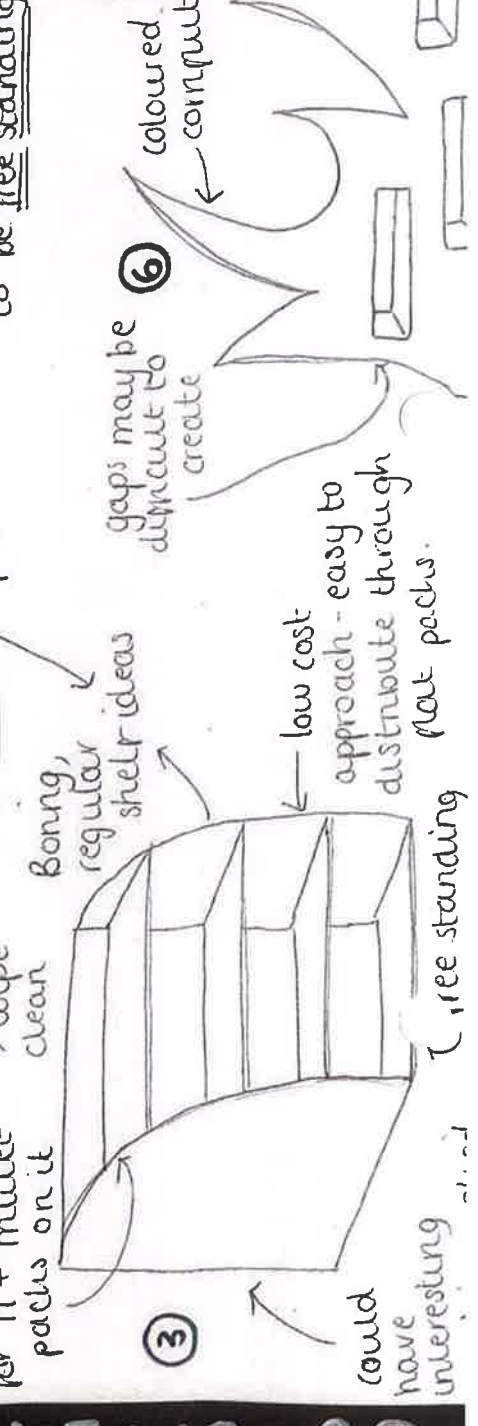
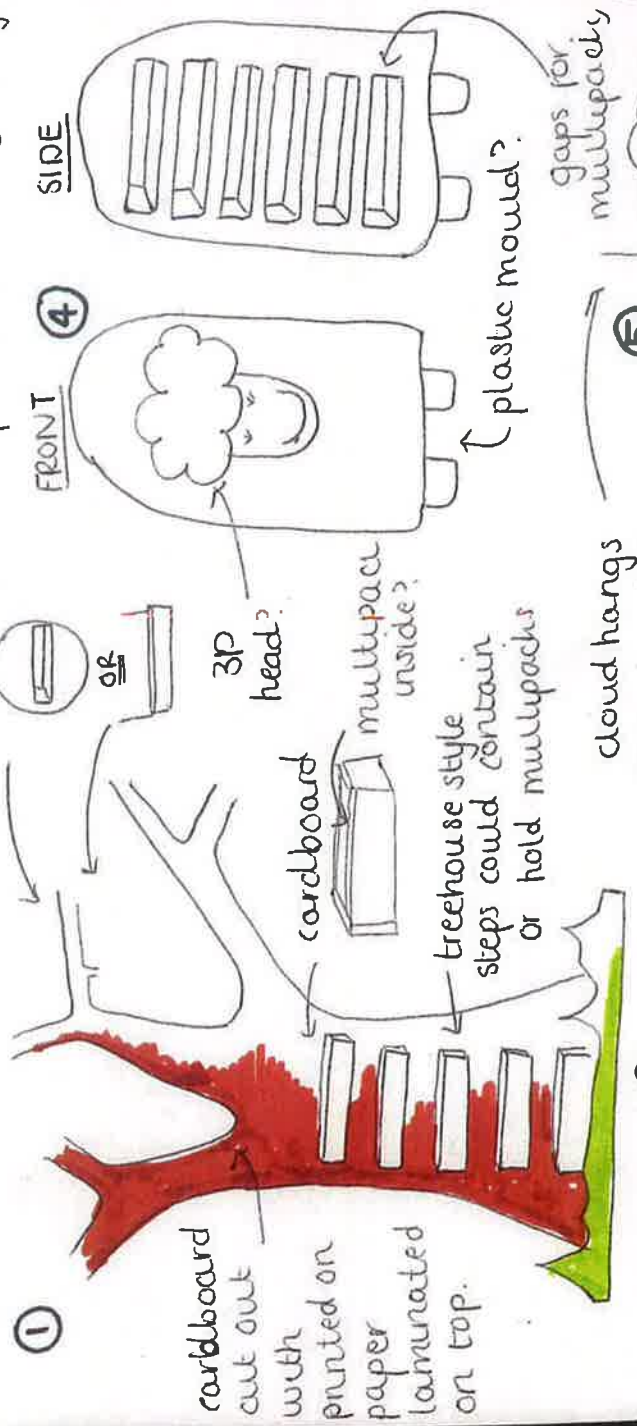


Using photoshop I created the graphics for the bottle packaging. The small letters will be done on the vinyl cutter whereas these will be printed and attached to the main bottle using adhesive.

POS - INITIAL IDEAS

fruit! - promotes healthy image?

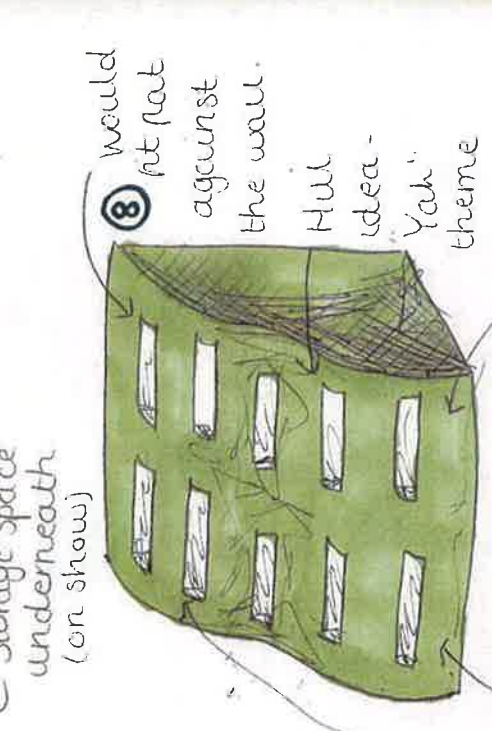
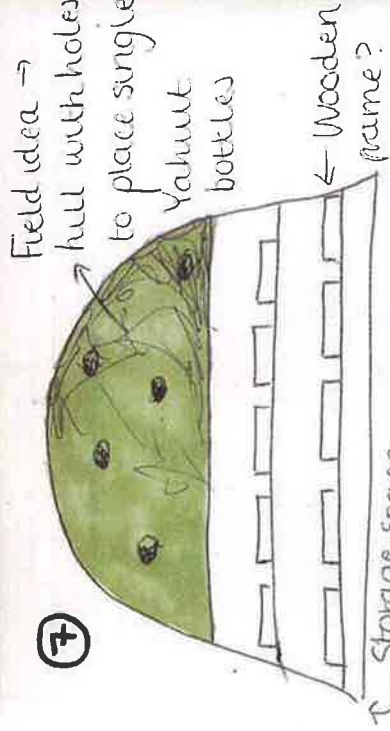
CLIENT FEEDBACK:
 Really like 4, but would be v hard and expensive to manufacture could be adapted slightly
 5 is an interesting concept, could be funtable if developed further could be made 3P?
 2, 3 and 6 are quite common - want more!
 1 is interesting this could work!



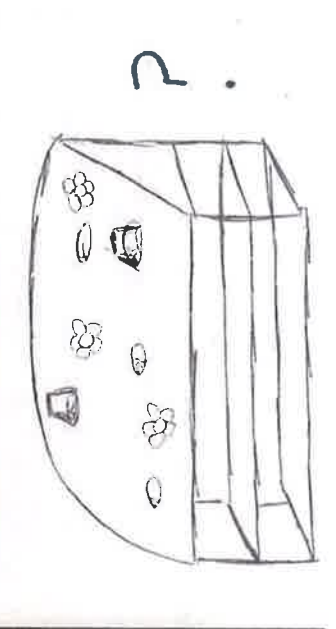
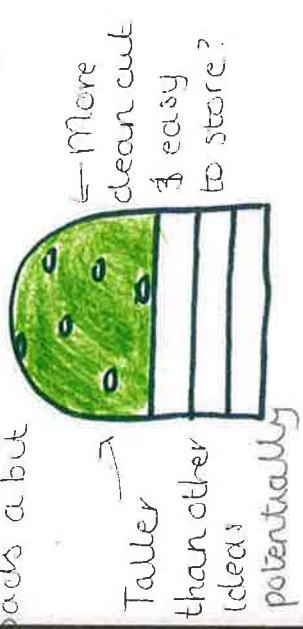
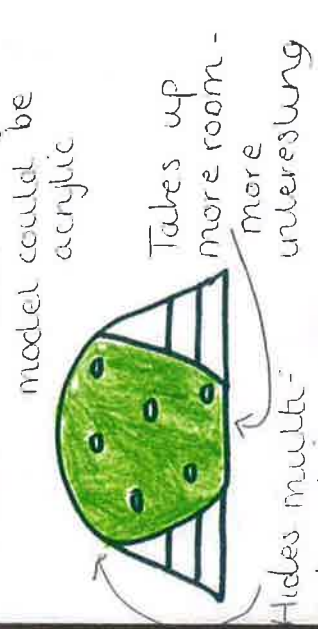
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 Really like 4, but would be v hard and expensive to manufacture could be adapted slightly
 5 is an interesting concept, could be funtable if developed further could be made 3P?
 2, 3 and 6 are quite common - want more!
 1 is interesting this could work!

TRUCK MILK BIG FAT FIELD LEAVES? WILD
 GRASS MILK ANIMAL
 LOGGERS TALL TREES HILLS
 PEACH YOGHURT HAIRY FLOWERS MOUNTAINS
 LOOSE

CLIENT FEEDBACK
 I feel that a more 3D design is needed rather than simply shelves, although they are functional and low cost. Overall the last 2 designs are the best, I would like you to focus on ①, the mixture of shelves and other appeals to me, and will be the client's top I am sure. The idea is clever and meets the spec well. The idea of a field could be emphasised with flowers, as



Storage space underneath (on show)
 Could be manufactured using an acrylic sheet?
 Holes would be very difficult to create - as well as for the model
 Complicated structure to get accurate?



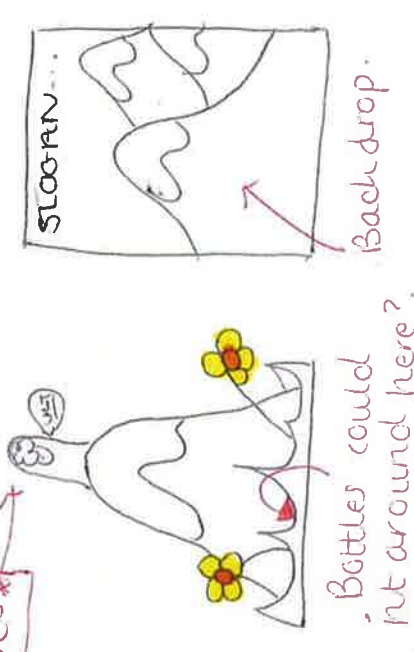
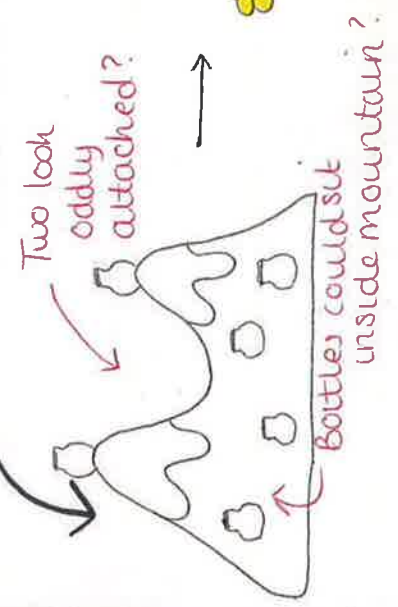
POS- DEVELOPMENT

POS- DEVELOPMENT

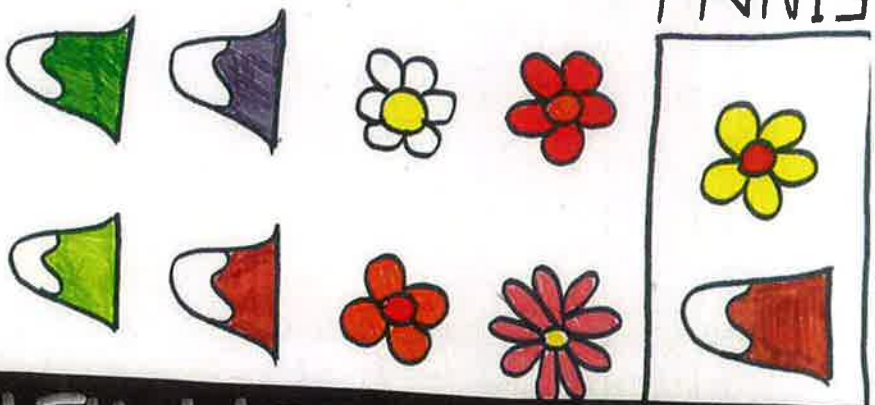


Means instantly recognisable

CLIENT APPROVES



Needs a stand? To hold the multipack.

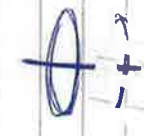
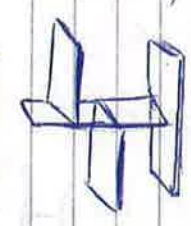
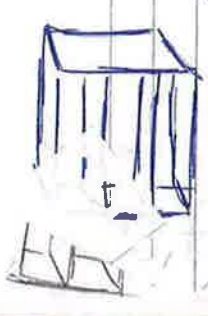


Manufacture:

- The petals could be made using bright felt, the stalk - a pipe cleaner?
- Laser cut green card glued into a circle
- Fragments with plastic and paint to create colour and texture

Sustainability:

If this Pet was going to be mass produced then the mountain shape could be made using a recycled & recyclable plastic vacuum moulded into shape. The grass and flowers could be made using recyclable card, die cut into shape.



Quite typical - although client liked shelving?

Really like - may be difficult to stand up & balance?

would work well with mountain shape - might not hold multipack very well due to shape?

This design is including all the vital junctions and visual aspects which I hoped for. Although there is very generic shelves in place they've been made more visually appealing and fun. This ideal of grass is very in with the theme and the clever use of green attracts a healthy image. The mountain suggests ideas about outdoors which connect well to the healthy lifestyle & image involved.



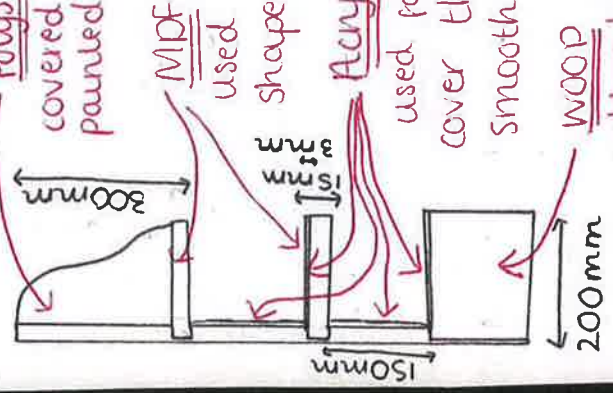
NOT TO SCALE.

Polystyrene covered in polyfiller and then painted using acrylic paint.

MDF used to support the mountain shape and acrylic shelves.

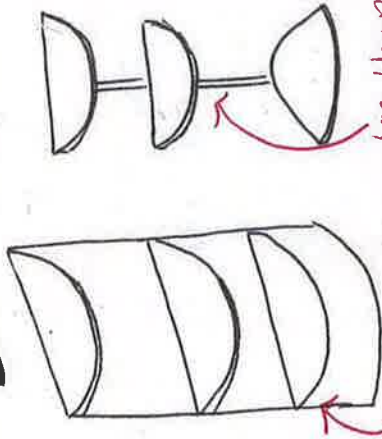
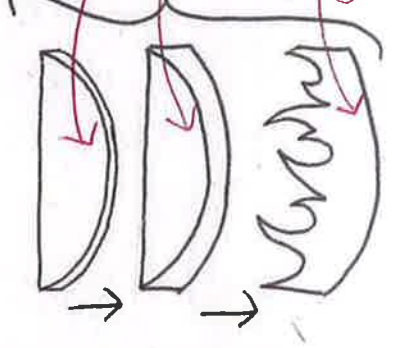
Acrylic (lime green) used for aesthetic value, will cover the MDF to create a bright, smooth and wipe clean surface.

WOOD will add weight and support.

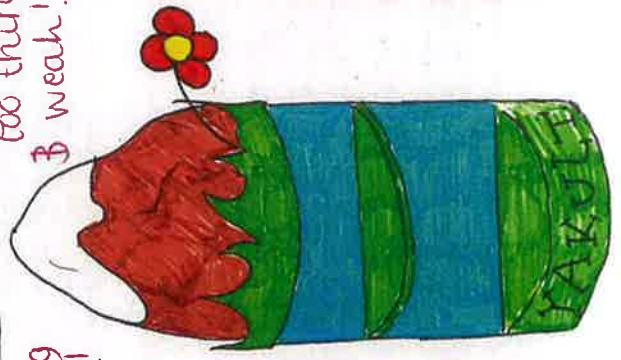


MIDDLE SHELF:

Acrylic will be attached to the MDF using Tensol Cement. This will be covered by green foam cut into a grass shape.



too thin & weak!



GREEN
OPINION!

MULTIPACK - INITIAL IDEAS

* ① Would be easy to package
 Difficult to contain
 Packaging could be wrapped around
 ② Fun, interesting and stable
 ③ Same as current existing (waste) area of space
 Whole in the middle would make it less stable
 Has no where to go
 One looks lost on the end

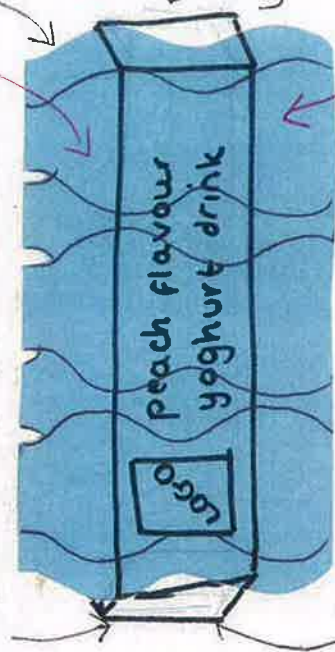
Idea 1 has been chosen by my client due to its unusual but simple and workable shape. Now style's needed...

- General input Really like
- Client opinion it, theme cont?

For my model a PVA adhesive would be suitable.

Cardboard → greyboard would be low cost but also have a quality exterior finish.

See through? Logo here would clash? → be vacuum packed into place - this would be difficult to create in a model.



Low cost, cheap using offset lithography

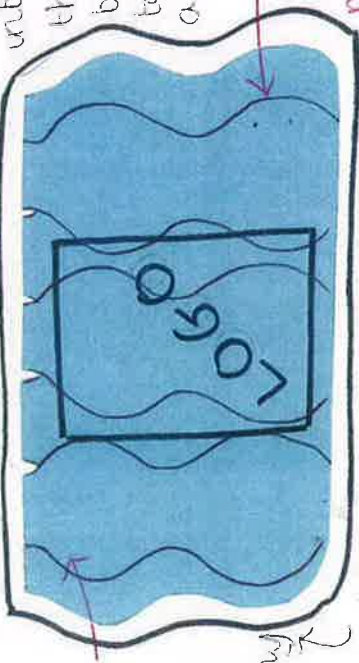
Using a sustainable resource that is low cost and recyclable.

Has potential for a lot of info. material → gives due to big surface

Logo 3 info printed on using screen printing or lithography?

Thin PVC could be used, thin LDPE? wrapped tightly into place.

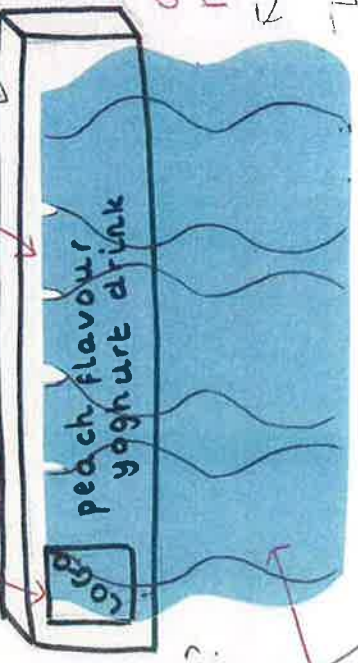
could hold securely into place like shapes



Too much material used

Easy, low cost for mass production.

Small surface area



Washes a lot of material

Greyboard

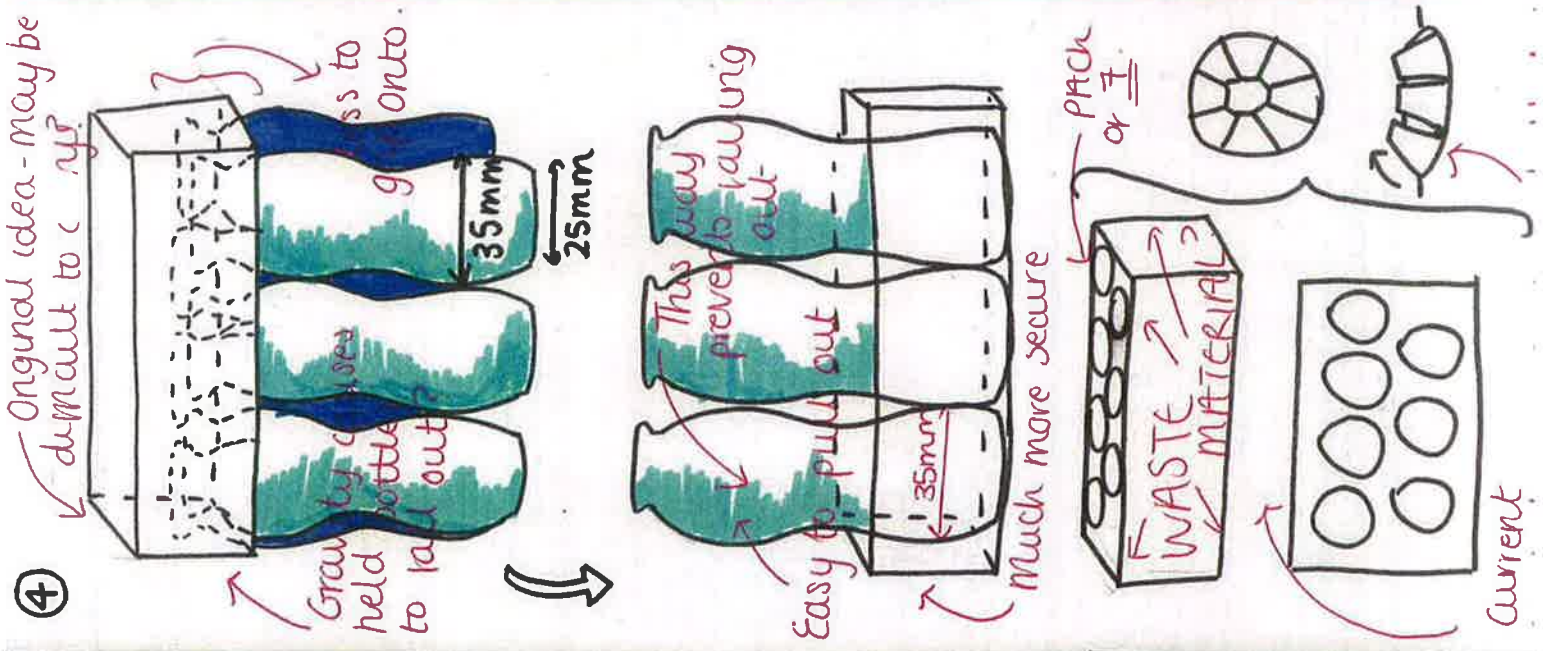
Low cost. High quality

Could pull out?

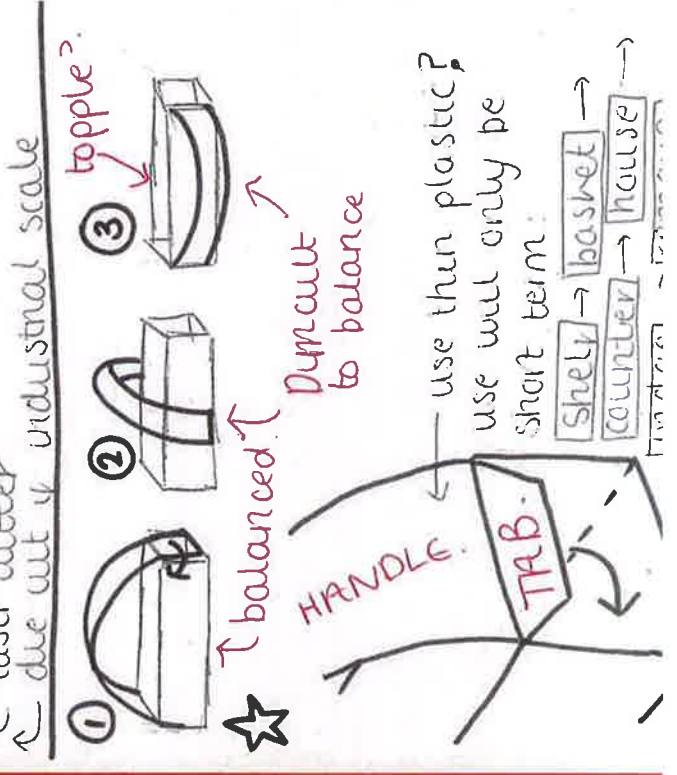
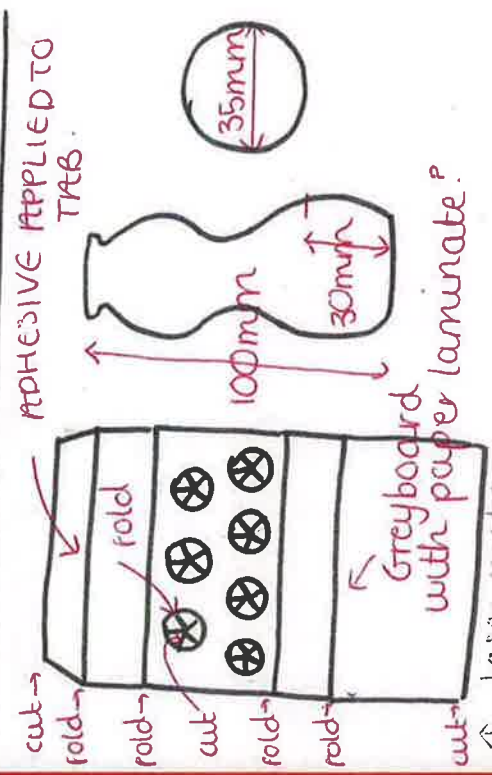
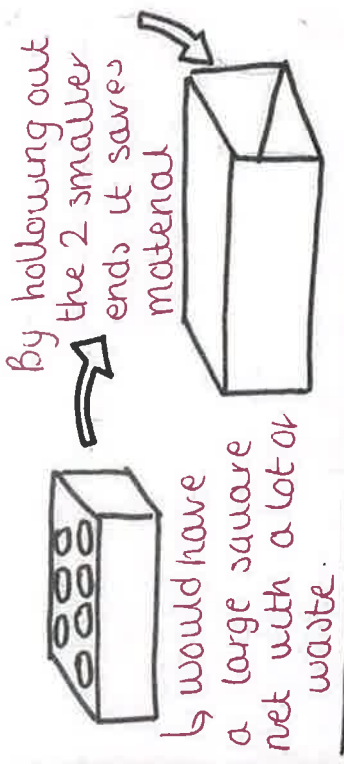
Similar to Fedmetel - has a very complex net?

yes quite a lot of material ↑

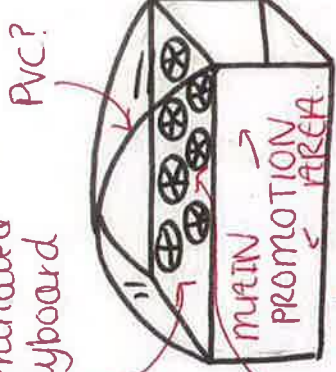
MULTIPACK - DEVELOPMENT



Current opinion:
 This idea will allow a selective amount of advertising space on the shelf, but will also allow us to minimize transport delivery and raw material costs due to the shape and size. I am very keen on this idea and feel it is both environmentally friendly being a sustainable and recycled source such as greyboard is also very beneficial. A handle is a very useful and helpful idea as it means it can be easily picked up and carried into shop. Using plastic means it won't get damaged or dirty when picked up or carried.



Laminated greyboard

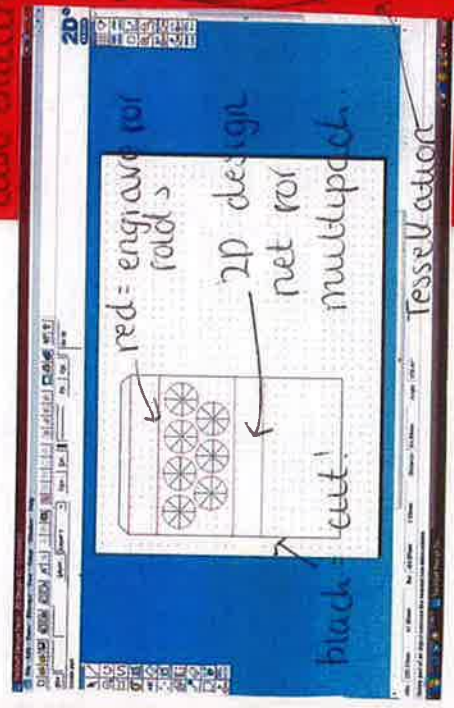


Pie cut + stamp for industrial manufacture.



QUESTIONS

This shape will cut costs for materials & also encourage



customers that we are environmentally and sustainable. The multipack images match the theme, but also create a natural, environmentally appealing area too.

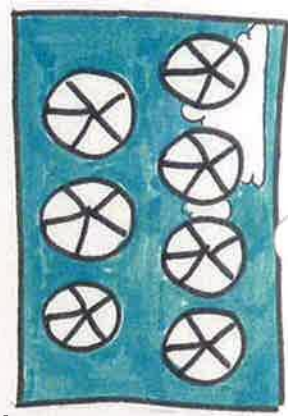
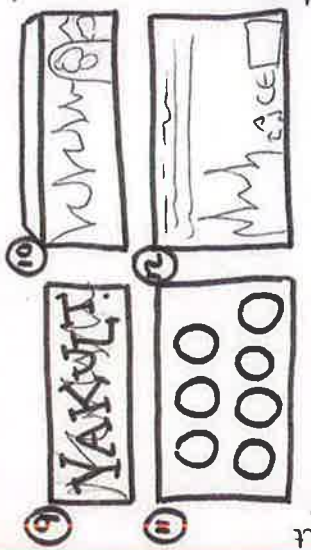
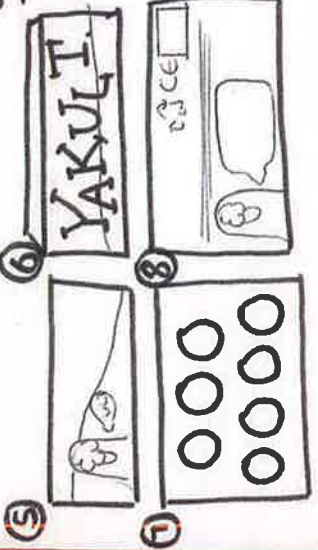
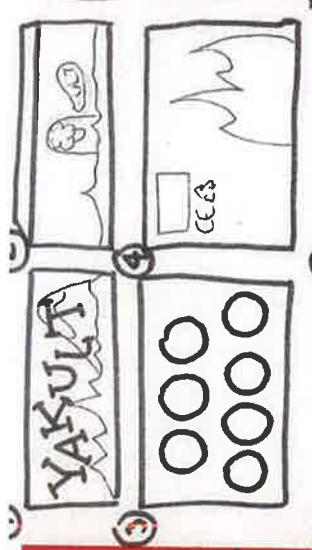
MATERIALS:-

MODEL - Main packaging made from printed or paper laminated onto white card. The plastic handle can be made from thin PVC. INDUSTRY - Greyboard with a glossy paper laminate applied to

Mountain, grass and yak tie in with POS and bottle designs. The top would be a plain blue -> clouds? to follow on from GRASS -> SKY theme.

Sides are quite plain and simple -> although this draws attention to the logo and titles in place. The bottom contains all vital legal info.

Similar to ideas 1-4 although uses grass rather than hills. Grass is a bit overpowering and prominent?



FINAL PROPOSAL - although when put into CAD alterations - etc.

Page will be created on photoshop,

FINAL IDEAS - BOTTLE/MULTIPACK

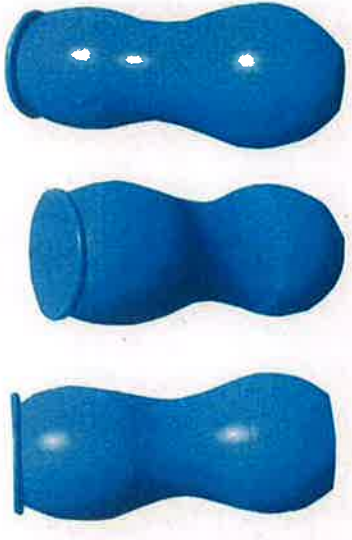


created on photoshop then imported into 2D design.

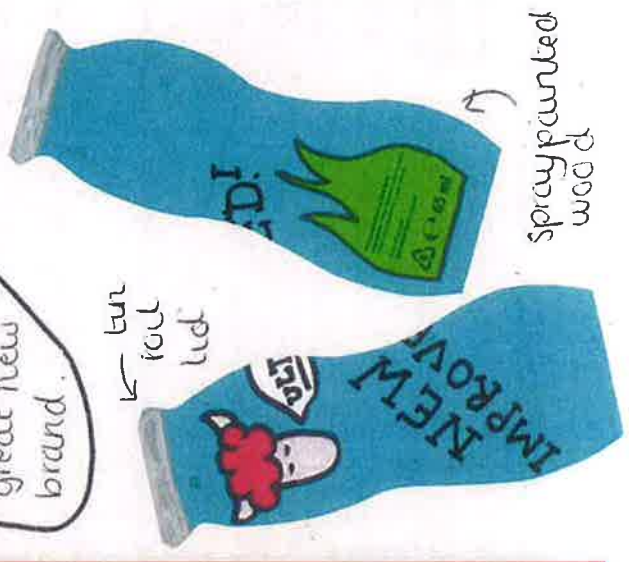


EVALUATE AGAINST SPEC:

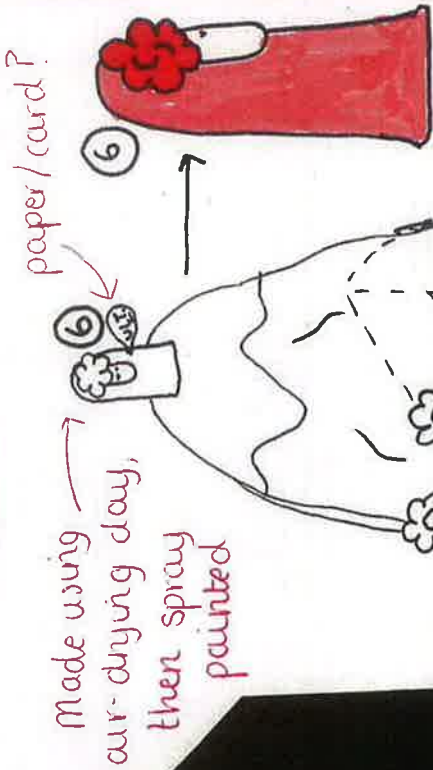
- "includes all legal information that is in place, most of the legal info is found on the multipack."
- "easy to read font" although the writing is quite small due to contrast to the green background
- "must include the logo" the head from the logo is included which is easily recognizable
- "bottle must be opened easily the tear off lipout lid is easy to open, vegetable and very similar to the previous function"
- "held 65ml of drink" due to my bottle only being a model this is not 100%, although the bottle is similar to previous
- "Shape suggests a healthy body" the wavy, hour glass type bottle shape is very feminine and healthy looking
- "held comfortably in one hand through testing modelling we know this is the case"
- "Sustainability" it used recyclable materials in the model (wood)



...CLIENT OPINION
 The multipack and bottle work very well together - using matching fonts, colours and images. I really like the final outcome and think that everything has come together successfully to create a great new brand.

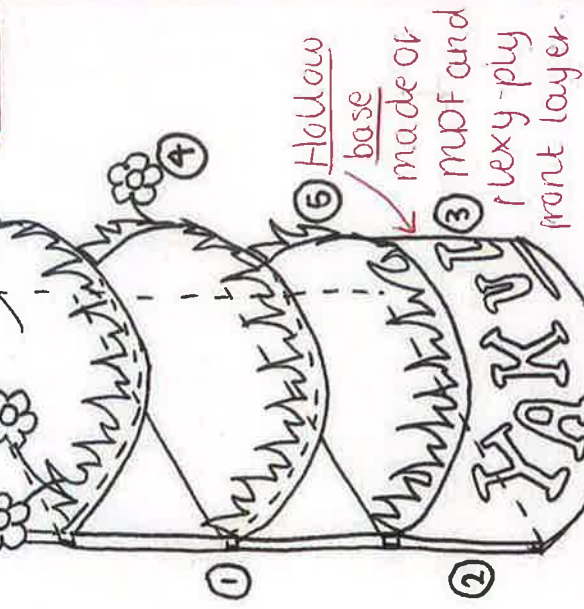


FINAL DRAWING.



Made using our-drying clay, then spray painted

paper / card?



- 1 ACRYLIC
 - 2
 - 3
 - 4
 - 5
 - 6
- MOF slotted, glued and screwed into place
- flexy-ply is wrapped around mdf, hot glue glued and
- 3mm
6mm
6mm
- MAIL
GLUE

After further discussion with my friend we decided that some messages indicating the new improved product should be emphasised our final 3 choices included



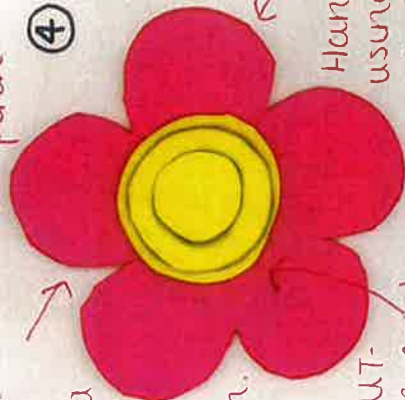
YAKULT

↑ used 2D design to create lettering to be laser cut in acrylic

FLOWER (x3)

layered centre creates a rinky, 3p approach.

Red neoprene spray-painter



Handcut using craft knife and scissors

DO NOT LINE IN BLACK!

GRASS



↑ Glass decoration made using 2 layered shades of neoprene so that it is soft and doesn't hurt the user

...CLIENT OPINION

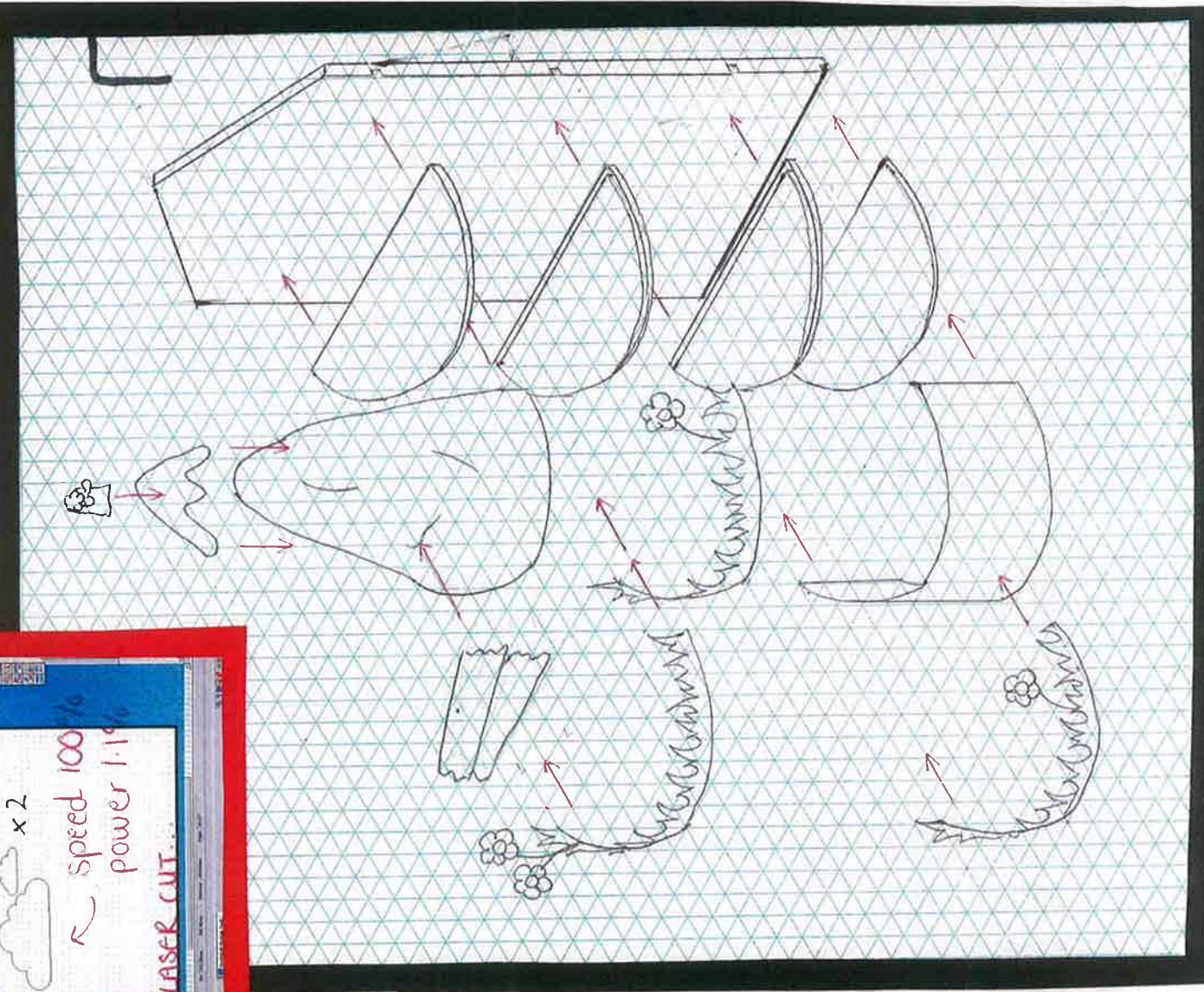
After drawing up the final design (left) me and my client came to the decision that a back board was needed so that the Yuh didn't blend into the background.



sprayed blue/ varnish under-coat



Exploded view - find drawing...



9mm

500mm

300mm

150mm

The blue/ cloud background will match the running theme of the product and point of sale

The blue/white colours contrast to the reds and purples of the Yuh, making it stand out

It may add extra strength and support - room to bracket?

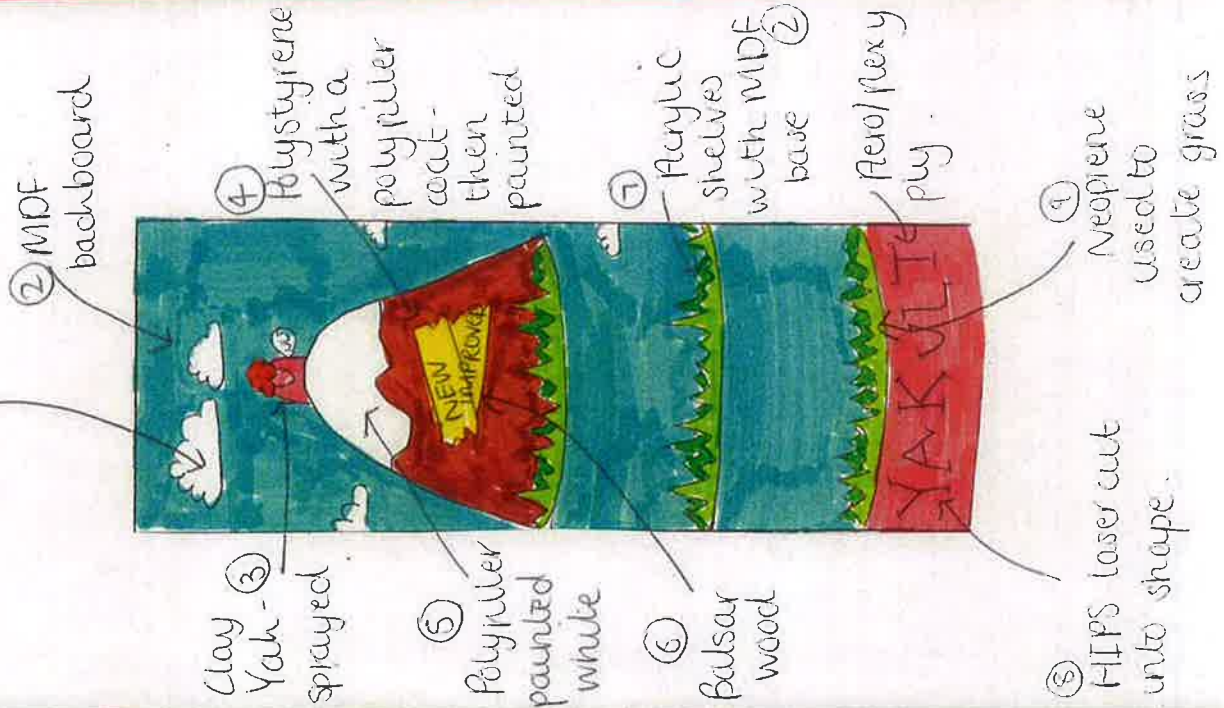
EXPLODED VIEW

MATERIAL	MANUFACTURE PROCESS	REASON FOR CHOICE
MDF	Cut on bandsaw then sanded on sander	Creates accurate, smooth "□" shape.
Acrylic	Cut on bandsaw then sanded on sander	Creates accurate smooth "□" shape.
Acrophly	Cut on bandsaw then sand on sander	Creates accurate shape and securely fastens in place.
Neoprene	Cut using craft knife / scissors - glue gun in place	Creates crisp edge & secures into place.
Acrylic clouds	Designed on 2D design then laser cut + glue gun into place.	Creates accurate shape, securely fastens in place.
Neoprene flowers	Cut using craft knife / scissors - glue gun.	Accurate shape - securely fastened.
Clay	Mould into shape using hands - air dry then paint + varnish	Creates chosen shape easily - paint adds colour / shape.
COMPONENTS MANUFACTURING:		REASONING:
Shelf to backboard.	Drill holes and screw into place - add PVA to paint for extra.	Creates sturdy & reliable shelving - different aspect appearance.
Mountain to shelf	PVA mountain onto MDF - add glue gun around the edges - screw to backboard.	Easiest/quickest way - PVA suitable for polystyrene and prevents melting.

MANUFACTURE - PROCESS:

MATERIALS - PROPERTIES

Acrylic clouds cut on laser cutter ①

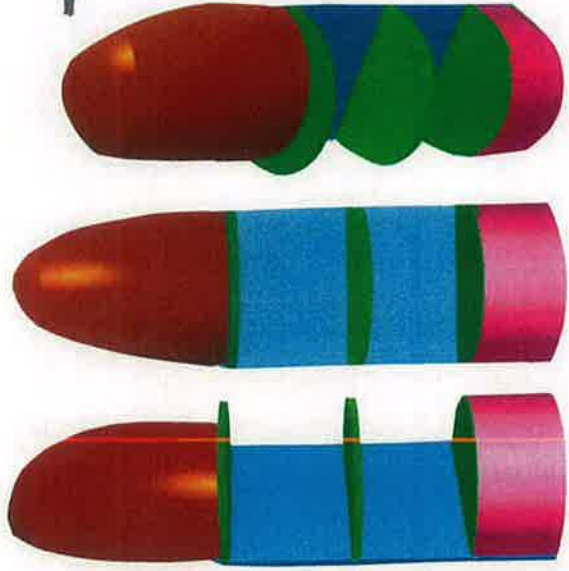


	MATERIAL	PROPERTY	REASON FOR CHOICE
①	Acrylic	- Range of colours - Can be laser cut - Durable / brittle - Stiff and hard - Can be painted - No grain / rigid - Easy to manage	- Can easily be laser cut into a complex cloud shape - durable and wipe clean - Stiff in all directions and sustainable can be spray-painted
②	MDF	- Can be manipulated when wet - soft - Can be painted	- Best material to use to make Yak shape easy to manipulate
③	Air drying clay	- Easy to use - Flexible / lightweight - Can be painted	- Light weight would be best for stability - Takes 20-30 off MDF
④	Expanded polystyrene	- Brittle - Great texture - Brittle	- Holds rough texture and can be painted
⑤	Balsar wood	- Light weight - Wet / brittle	- Easily supports a natural looking piece of matted wood
⑥	Acrylic	- Durable, waterproof - Range of colours - Brittle / smooth	- Greater & bright, shiny, quality looking surface
⑦	HIPS	- Flexible - Range of colours - Light - Can be laser cut	- Will bend around acrylic shape easily and can be a bright yellow colour - Can be easily cut into different grass shape - soft - won't burn / char
⑧	Neoprene	- Foam texture - Light / soft - Easy to cut - Range of colours	

POSS - WORKING DRAWING

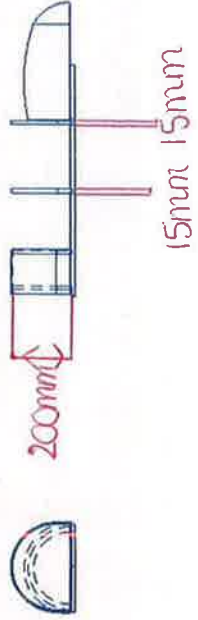
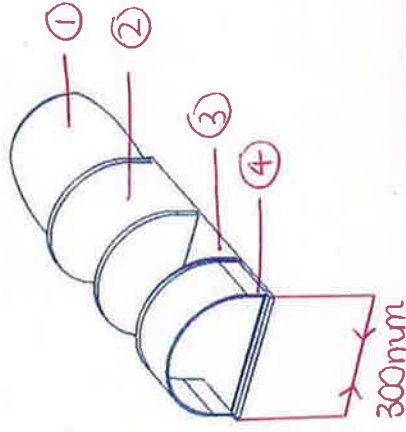
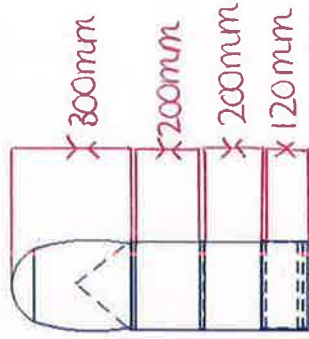
EVALUATE AGAINST SPEC:-

- must be bold, interesting and eye-catching. the bright colour and bold shapes and features create an eye-catching, fun POS
- easily reach and take a multi-pack. there is enough space left between each shelf and the grass edge is soft and harmless despite
- hold 10 more multipacks. this may be manageable, although it is likely to be a snug fit. This is due to a change in original multipack ideas
- "pre-stranding" this POS has a sturdy base made up of MDF and flexi-ply which prevents it from toppling over. To ensure customer safety it may be advisable to bracket from it to the floor or a wall
- sustainability must be considered. mdf is a major component of the market POS this can easily be recycled or reused, although other materials such as acrylic and HIPS are not as easy to recycle. In the industrial production more plastic would be recycled



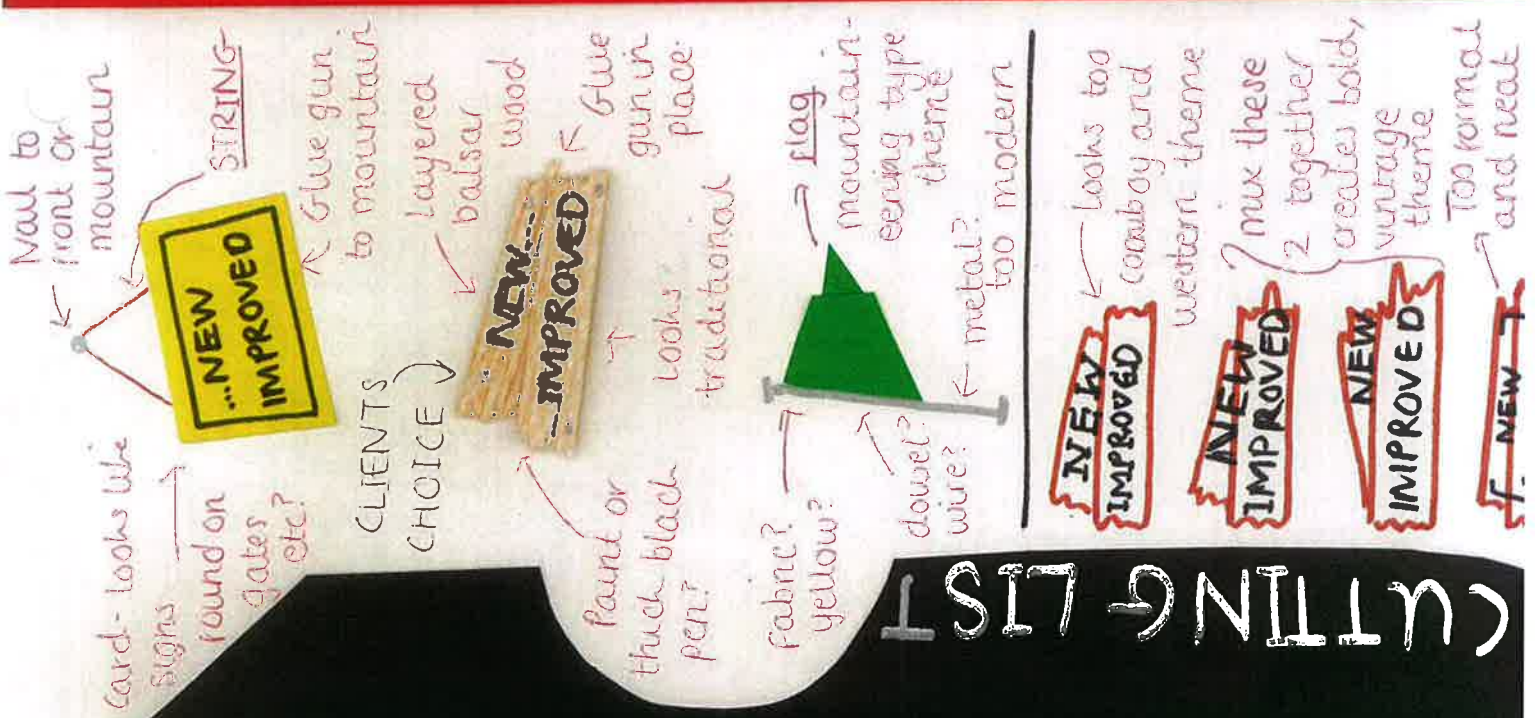
... CLIENT OPINION

The shape looks very user friendly and the colours appear to work very well together! Can't wait to see it with all the decor and finishing touches! I'm really pleased with the final outcome and look forward to seeing the prototype completed!



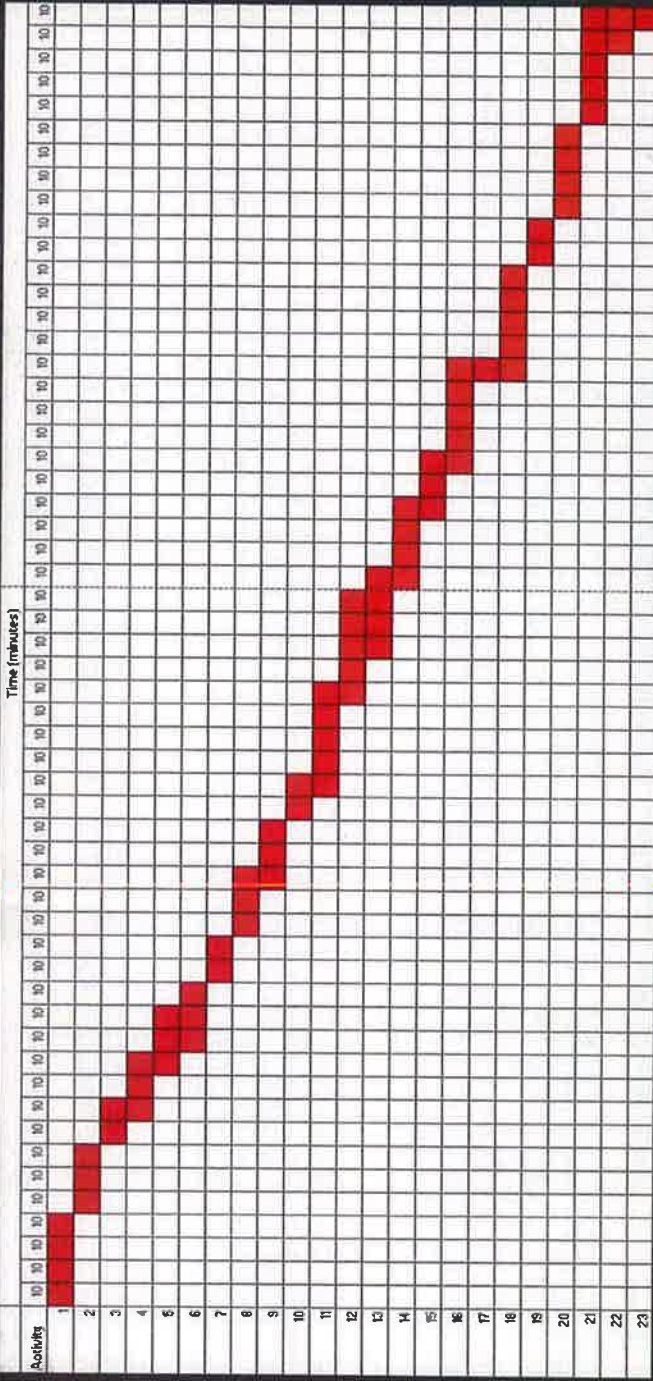
NO.	DESCRIPTION	BY	DATE
1	Polystyrene		x/1
2	MDF		x/4
3	MDF		x/1
4	Flexy-ply		x/1

PROJECT NUMBER	DRAWING NUMBER



CUTTING LIST

MATERIAL	LENGTH	HEIGHT	WIDTH	?	SKETCH
MDF	300mm	203mm	15mm	x4	
MDF	720mm	300mm	9mm	x1	
Polystyrene (LDPS)	300mm	300mm	200mm	x1	
Light green Acrylic	200mm	300mm	5mm	x2	
Fibre ply	120mm	605mm	3mm	x1	
Thin wire	300mm	2mm	2mm	x1	
Light green neoprene	290mm	490mm	2mm	x1	
Dark green neoprene	290mm	490mm	2mm	x1	
Red neoprene	290mm	490mm	2mm	x1	
Yellow neoprene	290mm	490mm	2mm	x1	
Yellow HIPS	200mm	200mm	3mm	x1	
Screws	3mm	20mm	3mm	x8	
Nails	15mm	20mm	15mm	x6	
MDF	300mm	500mm	9mm	x1	
Balsa wood (White) HIPS	200mm	200mm	4mm	x1	
	200mm	200mm	3mm	x1	



TIME	40 minutes	30 minutes	20 minutes
ACTIVITY	Draw out and cut MDF pieces for point of sale construction	Draw out mountain shape on polystyrene and cut out using the hot wire cutter	Attach MDF base to polystyrene mountain shape
TOOLS	Pencil, ruler, compass, band saw, sander, MDF	Pencil, ruler, compass, hot wire cutter, polystyrene block	PVA glue, paint brush
HEALTH AND SAFETY	Make sure you wear goggles when using the band saw and make sure that no one else is in the designated area. Turn on the extractor when sanding and wear goggles	Make sure no one else is in the designated area, be careful with hands near the hot wire	Make sure there is good ventilation in the area you are working
QUALITY CONTROL	Has the shape been cut accurately? Are the edges smooth and even?	Make sure the lines have been cut in the correct places and the shape is correct	Make sure the PVA doesn't spill over the sides, make sure the two pieces are aligned correctly

Work in a well ventilated area when varnishing, painting and spray painting	Work in a well ventilated area, be careful and wary of other people working around you when using the drill	Work in a well ventilated area, avoid touching araldyte with bare skin	When using sharp equipment be careful of others around you and use gloves if necessary	Work in a well ventilated area with an extractor if possible, do not inhale the spray paint	Wear goggles and make sure no one else is in the designated area. Turn on an extractor fan and keep hands clear of the saw piece.	Wear goggles whilst cutting and sanding. Make sure the designated cutting area is clear. Turn on extractors	Work in a well ventilated area	Wear goggles and make sure the designated cutting area is clear. Turn on extractors	Is the shape accurate and to the right measurements? Are the lines straight?	Has the shape been cut accurately? Are the edges smooth and even?	Have all areas been covered? Is the colour consistent?	Make sure the polyfiller has an even layer and covers all areas of the polystyrene	Make sure the PVA doesn't spill over the sides, make sure the two pieces are aligned correctly
Are the pieces aligned correctly? Are the pieces attached securely?	Are the slots in the right place and the right width/depth? Do the shelving pieces fit snugly?	Have all areas been covered evenly? Is the layer thick enough so that you can't see the material underneath?	Is the shape accurate and to the right measurements? Are the lines straight?	Has the shape been cut accurately? Are the edges smooth and even?	Have all areas been covered? Is the colour consistent?	Make sure the polyfiller has an even layer and covers all areas of the polystyrene	Make sure the PVA doesn't spill over the sides, make sure the two pieces are aligned correctly	Are the screws flush? Is any PVA seeping out the sides? Are the shelves sturdy and strong enough?	Is the yak a suitable representation of the logo? Is the paint even and the correct colours?				

TIME	40 minutes	30 minutes	20 minutes	30 minutes	25 minutes	30 minutes	20 minutes	30 minutes	30 minutes	20 minutes	30 minutes	50 minutes (split)	50 minutes (split)	
ACTIVITY	Draw out and cut MDF pieces for point of sale construction	Draw out mountain shape on polystyrene and cut out using the hot wire cutter	Attach MDF base to polystyrene mountain shape	Add a layer of polyfiller to the mountain textured finish, once this is dry sand down any uneven or out of place bumps	Using a selection of brown paints cover the mountain in an even layer of paint	Draw and cut bright green acrylic sheets	Draw and cut flexi-ply	Seal material with a water based varnish then spray paint the MDF/flexi-ply	Cut grooves in MDF back board to allow shelves to slot into place	Attach acrylic pieces to MDF shelves	Attach shelving and mountain piece to back board	Make clay yak model to go on top of mountain and add colour once dried		
TOOLS	Pencil, ruler, compass, band saw, sander, MDF	Pencil, ruler, compass, hot wire cutter, polystyrene block	PVA glue, paint brush	Polyfiller, water, spare piece of acrylic, sand paper	Sponge, paint brush, paint	Pen, ruler, compass, band saw, sander, acrylic	Pencil, ruler, band saw, flexi-ply	Water based varnish, paint brush, spray paint - (pink, blue, green), MDF, flexi-ply	Pencil, ruler, ?	Araldite, old piece of wood for application	PVA glue, drill, 2.5mm drill bit, 3mm drill bit, countersink drill bit, 8 x (3mm x 25mm) screws.	Clay, water, water-based varnish, pink spray paint, red and white acrylic paint, paint brush		
HEALTH AND SAFETY	Make sure you wear goggles when using the band saw and make sure that no one else is in the designated area. Turn on the extractor when sanding and wear goggles	Make sure no one else is in the designated area, be careful with the hot wire	Make sure there is good ventilation in the area you are working		Work in a well ventilated area	Wear goggles whilst cutting and sanding. Make sure the designated cutting area is clear. Turn on extractors	Wear goggles and make sure no one else is the designated area. Turn on an extractor fan and keep hands clear of the saw piece.	Work in a well ventilated area with an extractor if possible, do not inhale the spray paint	When using sharp equipment be careful of others around you and use gloves if necessary	Work in a well ventilated area, avoid touching araldite with bare skin	Work in a well ventilated area, be careful and wary of other people working around you when using the drill	Work in a well ventilated area when varnishing, painting and spray painting		
QUALITY CONTROL	Has the shape been cut accurately? Are the edges smooth and even?	Make sure the lines have been cut in the correct places and the shape is correct	Make sure the PVA doesn't spill over the sides, make sure the two pieces are aligned correctly	Make sure the polyfiller has an even layer and covers all areas of the polystyrene	Have all areas been covered? Is the colour consistent?	Has the shape been cut accurately? Are the edges smooth and even?	Is the shape accurate and to the right measurements? Are the lines straight?	Have all areas been covered evenly? Is the layer thick enough so that you can't see the material underneath?	Are the slots in the right place and the right width/depth? Do the shelving pieces fit snugly?	Are the pieces aligned correctly? Are the pieces attached securely?	Are the screws flush? Is any PVA seeping out the sides? Are the shelves sturdy so it is strong enough?	Is the yak a suitable representation of the logo? Is the paint even and the correct colours?		

TIME	40 minutes (split)	40 minutes	25 minutes	45 minutes	10 minutes	45 minutes	20 minutes	40 minutes	30 minutes (split)	20 minutes	10 minutes
ACTIVITY	Add polyfiller to top of mountain to create snow effect, place yak whilst wet. Paint once dry	Draw out and cut neoprene grass then layer and position on shelving	Attach flexi-ply in place in front of bottom shelves to create a sturdy base	Spray red neoprene pink, cut along with yellow neoprene into flower shape - attach together	Spray wire pieces green using spray paint then attach to flower - attach this to the model	Draw "YAKULT" writing out on 2D design then laser cut onto yellow HIPS	Hot glue gun the YAKULT lettering onto the ply wood base.	Draw out shape and cut MDF to add on for sky backdrop behind mounting	Varnish and spray paint MDF (baby blue) then attach to existing back board	Draw out white HIPS cloud shapes on 2D design and cut them using laser cutter	Hot glue gun the cloud pieces into place on the MDF back board
TOOLS	Polyfiller, water, old piece of acrylic for application, white acrylic paint, paint brush	Neoprene (dark and light green), scissors, craft knife, cutting mat, hot glue gun	Hot glue gun, nails, hammer	Spray paint, neoprene, scissors, craft knife, cutting mat, hot glue gun	Spray paint, hot glue gun	Computer, 2D design, laser cutter,	Hot glue gun	Band saw, paper, pen, scissors, ruler	Water based varnish, paint brush, spray paint, hot glue gun	Computer, laser cutter, white HIPS	Hot glue gun
HEALTH AND SAFETY	Work in a well ventilated area	Use a cutting mat when using the craft knife, keep fingers clear and knife away from others	Be careful when touching the hot glue gun, do not touch end or hot glue. When hammering, mind fingers and others around	Work in a well ventilated area when using spray paint, use a cutting mat when using a craft knife	Work in a well ventilated area, mind fingers when using the hot glue gun as the end of it are both very hot	Sit in correct position when using the computer, don't strain eyes or body	Be wary of touching the hot end of the glue gun or the glue while its hot	Mind fingers when using scissors and band saw. Make sure others are in the designated area	Work in a well ventilated area and be careful of the hot glue gun end when glue gunning	Turn the extractor on	Be wary that the glue gun is hot
QUALITY CONTROL	Does it look like snow? As the paint covered all areas?	Have all pieces been cut neatly and accurately? Is it firmly held into place on the shelf?	Is the flexi-ply securely held? Are the nails straight and in the correct places?	Are all areas covered? Are they attached securely?	Are they attached securely and firmly? Have all areas of the wire been covered?	Is it the right size and shape? Has it cut through the material?	Are all pieces placed in the right position? Are they securely in position?	Does this piece fit onto the existing back board?	Is the colour correct and even? Has the board attached securely?	Has it cut through the material? Is it the right size and shape?	Are they in the correct position and firmly attached?

STORYBOARD - RESEARCH

Window:
 Outside landscape = pathetic gallery
 Connects to POS, multipack and bottle.
 More realistic than this photo has created a cartoon, yet realistic feature
 shapes add 3p depth!

Door:
 Suggest going off

Refrigerator:
 Too many knobs?
 Traditional design

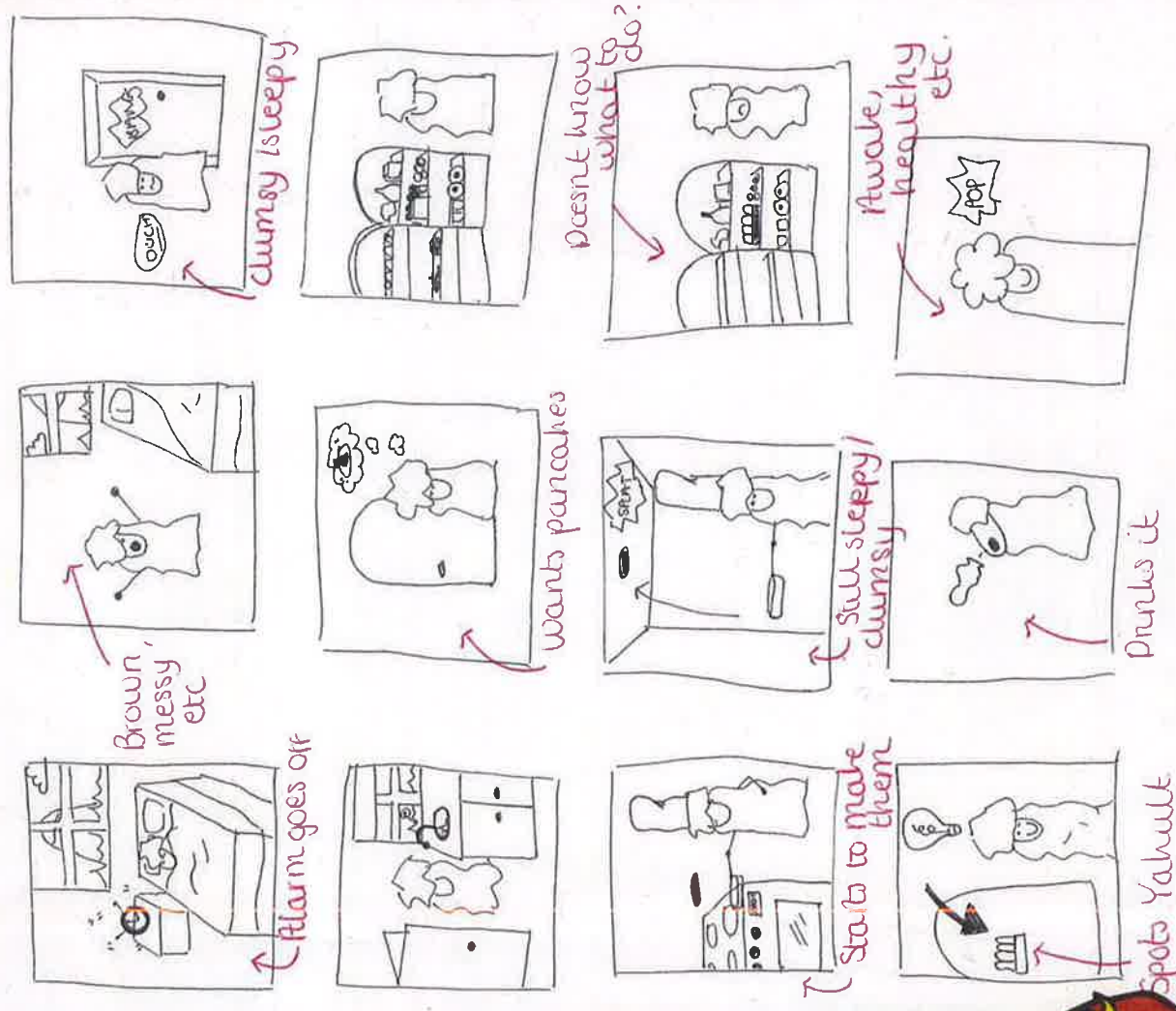
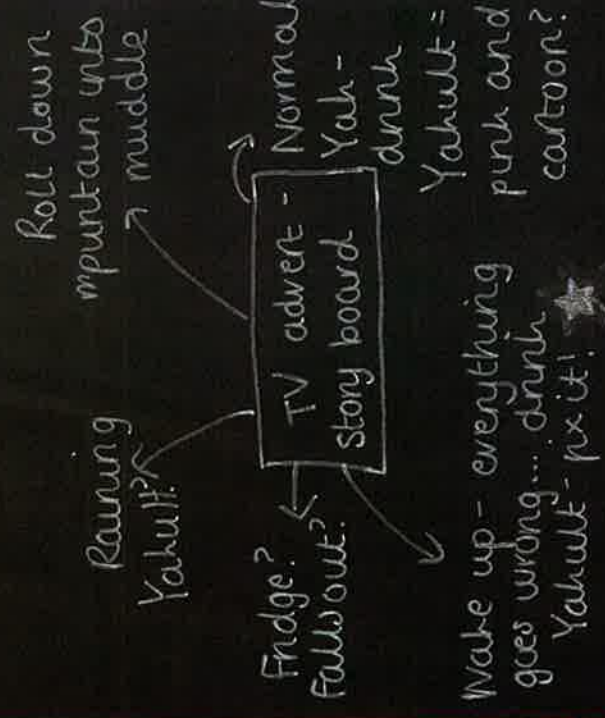
Bedside table:
 Bedside table:
 - 3 draws = too many
 2 compartments means bottom one would remain closed - draws attention

Shaver:
 Move simplistic on legs?
 Would like a more rounded run shape?

Alarm clock:
 Alarm clock - numbers give too much detail?
 Red instead?
 Headboard could be wood/metal/plastic?
 Double or single?
 Bright,

CLIENT OPINION:
 By using existing products it has provided a more realistic and proportionate set of objects - using these in the background will help customers to relate their every day lives, it will also set the scene well for the advert. Colours must be carefully looked at & considered!

STORYBOARD - IDEAS



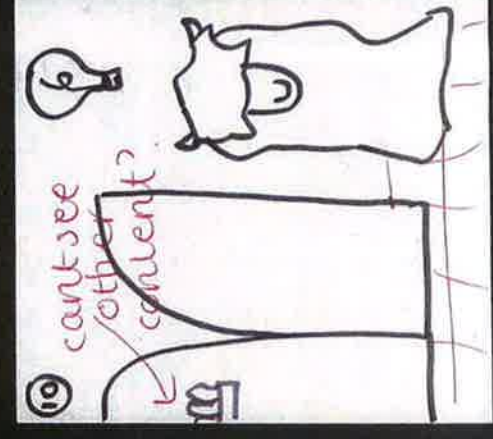
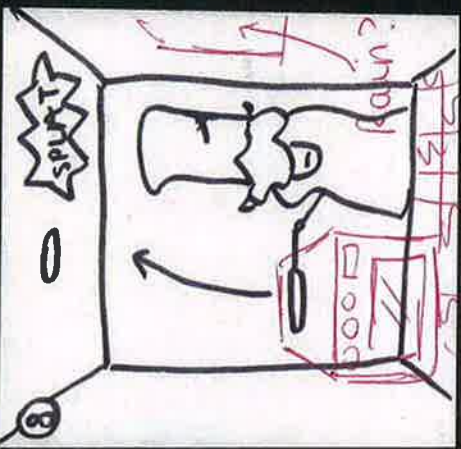
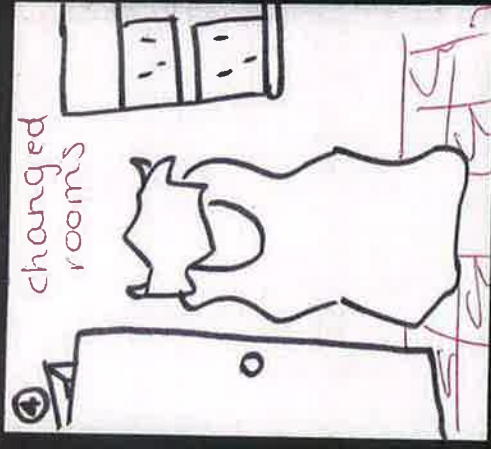
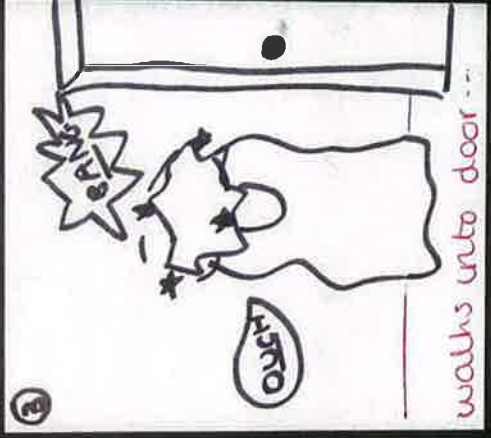
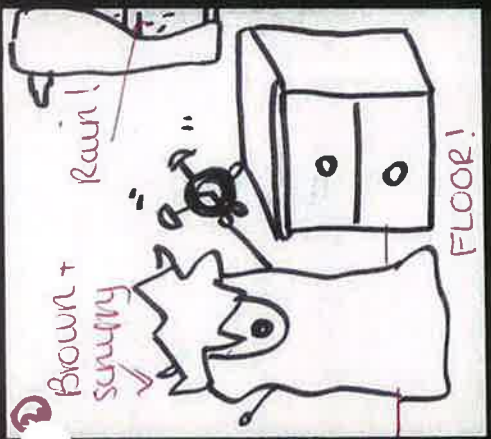
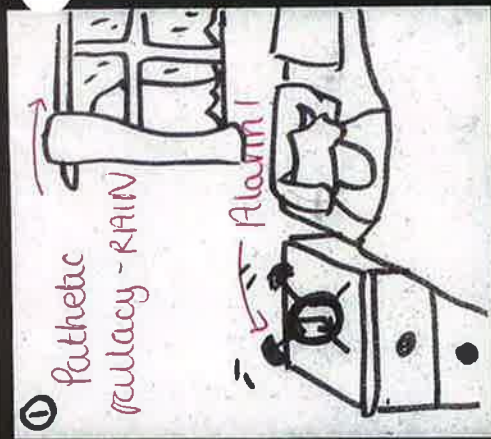
This idea could be very promising if suggesting that customers need it to start their day: Advert must be eye-catching and run for the whole family!

After consulting with my client we came up with the following base idea in the form of a story board...

Yaku - this yaku is the original before the yaku! drink: roll

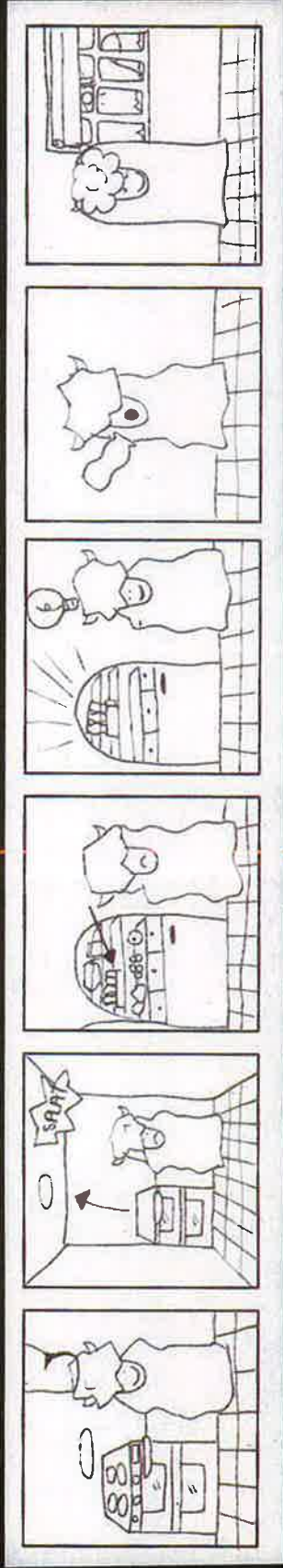
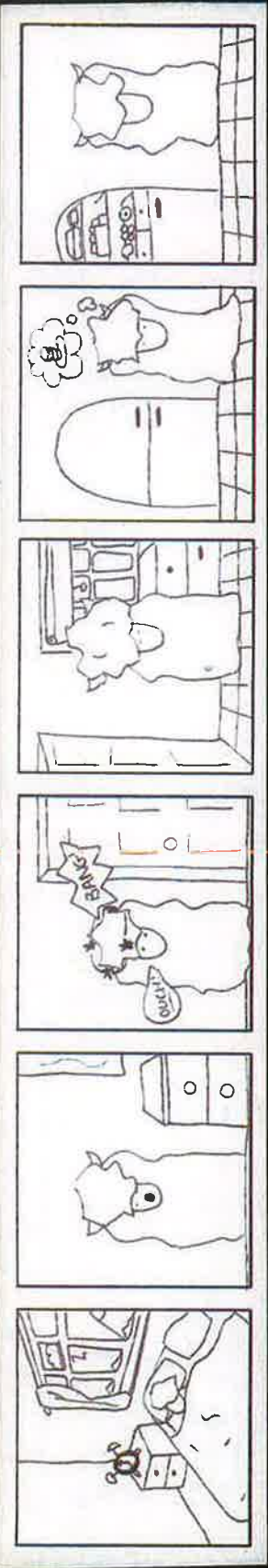
→ could go on to make big my up? May promote unhealthy image though?





Bright
back-
ground?
You on logo etc.

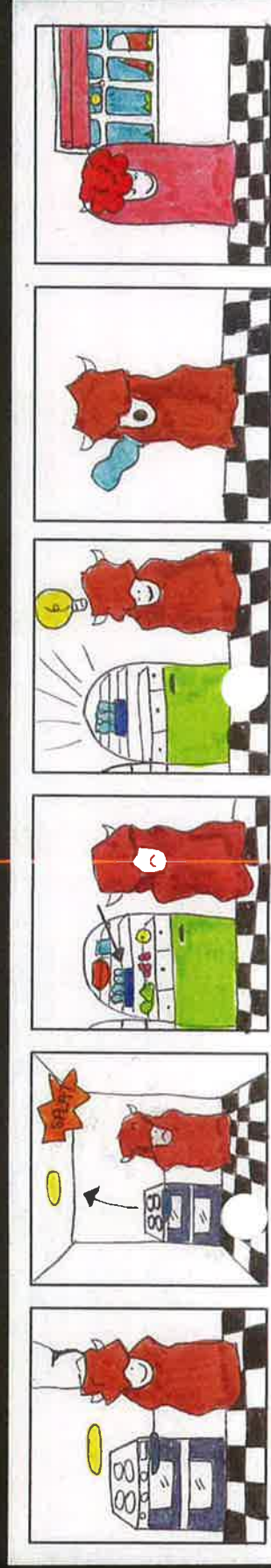
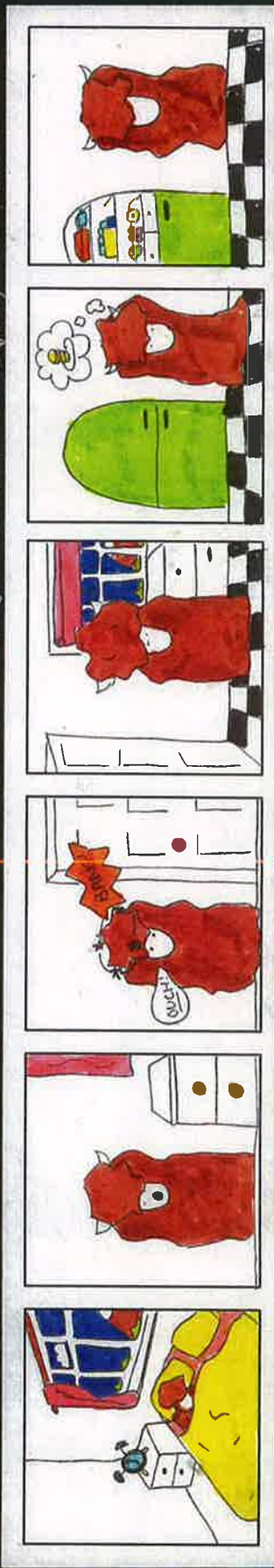
STORYBOARD - FINAL



For my final storyboard pitch I chose a theme which was fun and interesting, using bright and healthy colours to promote the healthy brand image Yakult is trying to recreate.



FINAL STORYBOARD - COLOUR DRAFT.



EVIDENCE - BOTTLE

Take off layers using various tools. ②



Cut wood to size and place on lathe ready. ①

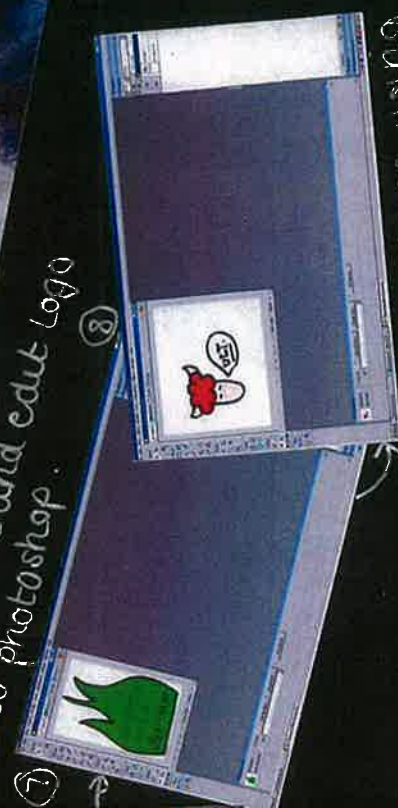


Shape into chosen curved bottle shape. ④

Begin creating the shape to the correct dimensions. ③



Draw, scan and edit Logo onto Photoshop. ⑦



Print the logos using a colour laser printer. ⑧

Apply varnish. ⑥



Then spray paint blue colour on, using layers to build it up. ⑤



At this point we chose between the 2 possible lids, choosing B. ⑨



Add foil lid. ⑩



I used prett stick the labels. ⑪

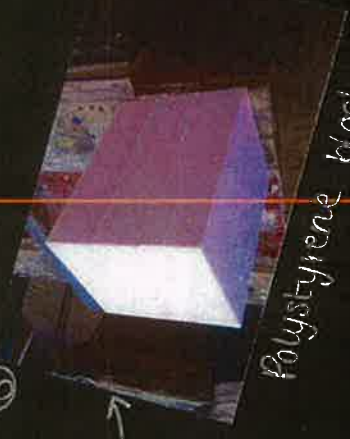


FINAL PRODUCT:

② I used PVA glue to attach them.



③ I cut polystyrene blocks into 3 equal sizes.



④ Polystyrene block.

⑤ I used the hotwire cutter for shape.



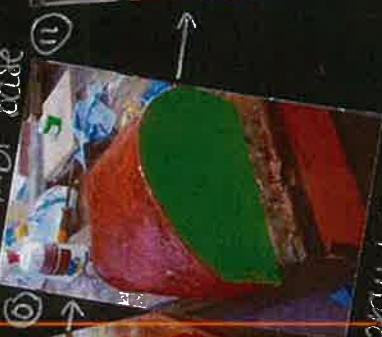
⑥ Added polyfiller layer to create texture & a paintable surface.



⑦ Using clay I created a 3D version of the logo for the top of the POS.



⑧ Add MDF base



⑨ Paint browns and blacks using brushes/sponge.



⑩ Spray base green



⑪ Painted on layer of water based varnish to seal polyfiller.



⑫ I used the hotwire cutter to create the 3D mountain shape.



⑬ Cut MDF back board and add slats.



⑭ Apply varnish and then blue spray paint.



⑮ Cut out acrylic shelves for shelves.



⑯ I applied varnish to seal it then spray paint.

⑰ Using MDF I created the shelves.



EVIDENCE
POS

POS



17 Drill and glue shelves - Attach shelves pieces.



18 Use foam, cut out grass pieces.



19



20

Glue gun the grass pieces into place on shelving



21

Spray plexi-ply and nail/PVA into place.



22



Paint yak and create "snow"



23 Create signage on 2D design



24 Cut out on the laser cutter



Glue gun into place



26

Cut flowers out foam and add to wire.



28

Draw out clouds on 2D design and laser cut. Cut and spray additional



29

Glue gun clouds onto backboard



NEW IMPROVED

Cut balsam wood and shape. Use a permanent marker to add text

31



FINAL PRODUCT

Laser cut, glued and assembled the net.



1 I drew out the net on 2D design.



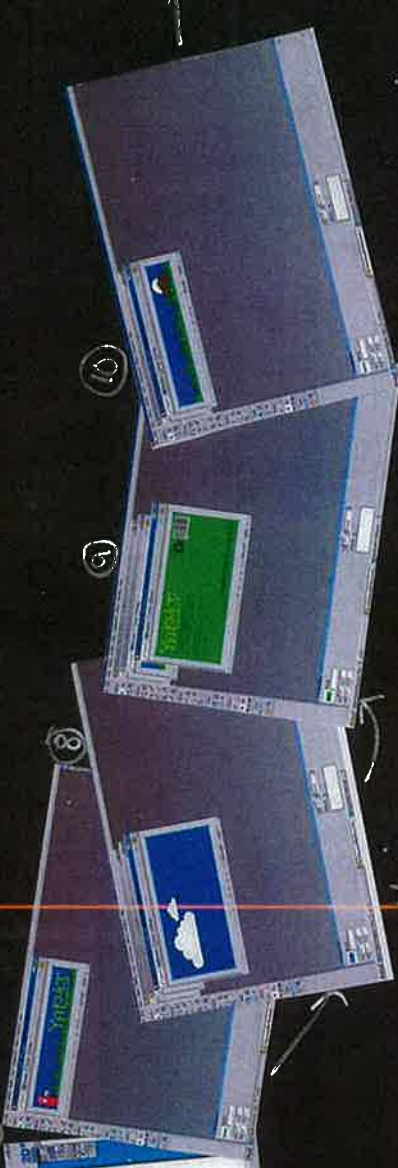
I drew out some shapes and scanned them in.



3 Testing: circles were too small so I enlarged the circles by brush.



4 Draw out some shapes/colours on 2D design.



Using photoshop I created the back and sides importing my scanned and existing images and adding colour.

I glued a layer or out out card behind it



11



12 I imported the image



13



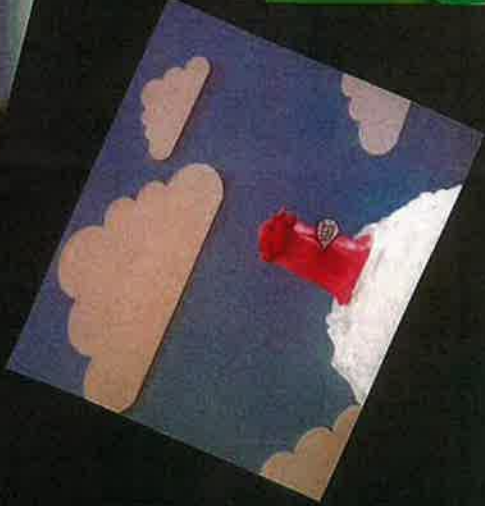
14



15

Folded and adhesive d unto place

FINAL



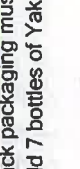
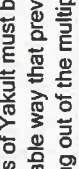
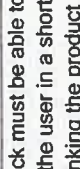
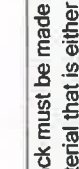
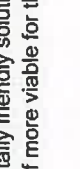
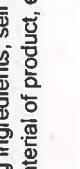
THE PROBLEMS

Specification Point	The test - how to set it	Result - how it met criteria	Evidence
The point of sale display must be bold, interesting and eye catching to encourage potential customers to look at the display and then purchase the Yakult product	This specification point can be tested by asking potential customers to look at the POS and decide whether or not in their opinion they believe it to deliver all of these qualities.	I asked potential customers to give their opinion on whether this criteria has been met. There is a bold range of colours and the POS is eye catching. One potential user said "the POS display is visually very interesting and fun, it is eye catching and bold with a fun use of colours and shapes."	
The point of sale display must be laid out in such a way that customers can easily reach and take a multipack out without struggling or catching their hands on the display.	A suitable way to test this is to place the multipack model inside the POS prototype and ask potential customers to reach in and take out the product. If they do this successfully without catching their hands or arms the specification is met.	I tested this specification point by asking a potential customer to take the multipack off the shelf. They managed to do this easily without touching the grass, flowers of shelving.	
When considering the production of the point of sale display sustainability must be considered, where possible sustainable materials should be used and waste should be minimised, however this product does need to be visually impressive which may take more materials	By researching the materials used it is possible to tell how sustainable they are. This can be balanced up against the visual appearance of the prototype. Although this point may be more appropriate for the actual POS rather than the prototype.	With the prototype many of the materials used where recyclable including wood, mdf and ply wood. Although other materials such as acrylic and polystyrene cannot. The materials had been initially researched and some chosen for other other qualities more important than cost and the environment for the company.	
The point of sale display must be free standing so that it can be placed anywhere within a store	This can be easily tested by placing the POS on a flat surface with no surrounding support and leaving it to see if it stands freely without wobbling etc.	As you can see from the picture, the POS was easily able to stand freely. It didn't wobble or topple and I found it very stable and sturdy.	
It must display the product in an interesting eye catching way but also have storage space to hold 10 more multipacks, these do not have to necessarily be on display	This can be tested by measuring the spacing on the shelves or placing 10 multipacks inside the display. As there is only one multipack prototype this may not be the best option.	The multipacks are displayed in an interesting way, hidden slightly behind an interesting range of colours and shapes. The POS however is not able to fit 10 multipacks and if this was made for real the scale would need to be bigger or with another shelves added in.	
The finish of this piece of packaging should be high quality to encourage the customer to buy the product, this will help the product be perceived as high quality and expensive	This can be tested by visually examining and assessing the product. It can be compared to competitors or potential customers could be asked about their opinion.	The printed used created a high quality finish. To improve the quality for industrial manufacture a gloss paper could be used to improve the finish. Potential customers described the finish as "high quality and smooth texture"	
The multipack must include the logo and basic information about the product, for legal reasons and to comply with the rest of the products images	This can be assessed by comparing the information on the product to that which should be present.	As you can visually see, all the criteria has been met with regards to necessary information that needed to be included.	

Point of Sale Display

Multipack

Specification Point	The user - how to test it	Results - how it met criteria	Evidence
<p>The graphics applied to the bottle must include the logo, the graphics must be more interesting than the current design, taking inspiration from existing packaging of competitive products</p>	<p>It is easy to test whether the logo is present, this can be done visually. Whether it is more interesting is a personal judgement and could be assessed by potential customers.</p>	<p>A cut down version of the logo is present. It doesn't include the entire body of the Yak as does the original logo, however it uses the same head and can easily be recognised as the same character. The bottles is much more interesting and visual than the original red logo and text.</p>	
<p>The bottle must be able to be opened easily by the customers in order to drink it, this means it will not be a difficult, time consuming task and therefore become part of a daily routine encouraging repeat business</p>	<p>To test this, it would be most appropriate to ask potential customers to try and open the lid. This however is only a model so therefore may be slightly different to the actual product once it had been mass produced.</p>	<p>The thin foil lid means that it is easy to peel off and open quickly. As it is made of aluminium it is also recyclable! On the model it is attached with PVA, whereas on the real product the adhesive may be slightly stronger to make sure the seal is tight and prevents spills or contamination.</p>	
<p>The bottle must be able to hold 65ml of Yakult drink, this is the current commercial production volume and will not change when the packaging and image of the product does. 65ml is the daily amount needed to improve gut health.</p>	<p>This may be difficult to test as the model is made from solid wood. By taking measurements of the bottle it would be possible to get a rough estimate.</p>	<p>As you can see by the dimensions of the bottle. As an estimate, as this is only a model prototype of the final product, the bottle would be able to hold at least a minimum of 65ml. This information is also shown on the label of the bottle.</p>	
<p>The shape of the bottle must be appealing and suggest a healthy shape, research suggested a tall and thin shape, or hour glass type figure. This encourages customers to feel that the drink is healthy and will help them look this shape</p>	<p>The curvy shape was chosen using market research. It was chosen by the majority of people who took part in the survey and therefore is likely to have the same impact with other customers. This can be tested visually by looking at the shape of the bottle in comparison to suggested shapes.</p>	<p>As you can see, the final shape of the bottle combines a use of curvy and hour glass shapes to create a tall, thin, feminine shape to promote the product. The shape of the bottle matches the most popular shapes in the survey.</p>	
<p>The bottle must be a suitable shape to be held comfortably in one hand by the end user so it can be drunk on the go and does not take a lot of effort</p>	<p>This can be tested by allowing potential users to hold it in their hand.</p>	<p>As you can see in the photograph, the bottle is the correct size for a typical potential user. It can be easily lifted in one hand and brought to the mouth to drink. The user said "the bottle is smooth in texture and easy to hold in one hand, I like the shape of the bottle as it is easy to hold but also looks good too! It is easy to use and won't waste time in the mornings"</p>	
<p>The sustainability of the materials used must be considered and where suitable recycled or recyclable materials should be used, raw materials and waste should be kept to a minimum, the source needs to be relatively close so that the carbon footprint is not increased due to long distances of travel</p>	<p>The most suitable way to test this it to look at the materials used and assess whether they are made from a sustainable resource and whether or not they are recyclable.</p>	<p>For the model, a block of wood was used and shaped using the lathe. This material is recyclable and sustainable. However the spray paint is not and would have to possibly sanded off. In industry, the plastic used would be able to be recycled as it is a thermoplastic. The aluminium foil lid is also able to be recycled. As well as the printed paper labels.</p>	

Specification Paper	The test - how to do it!	Result - how it met criteria	Evidence
<p>The multipack packaging must be able to hold 7 bottles of Yakult.</p>	<p>Does the multipack have space to hold seven Yakult bottles?</p>	<p>As you can see from the photograph, there is 7 spaces that have been cut out ready for the Yakult bottles to be placed into the multipack.</p>	
<p>The bottles of Yakult must be contained in a suitable way that prevents them from falling out of the multipack during transport and storage, this prevents damage and loss of products cutting losses for the company</p>	<p>To test this a bottle could be placed into the multipack and tipped and rattled to measure whether or not it comes out of place.</p>	<p>The shape of the bottle slots prevent the bottles from easily falling out. I tested this by shaking the multipack and tipping it upside down - the bottle remained in its original position.</p>	
<p>The multipack must be able to be opened easily by the user in a short time, this means drinking the product can easily become part of a daily routine and doesn't take too long or too much effort</p>	<p>To test whether this specification point has been met or not a bottle should be placed into the multipack and be removed by several different potential customers in order to get their opinion. The shape and style of the multipack will also give a good idea of whether or not it has been met.</p>	<p>Simply by pulling the bottle firmly in an upwards direction the bottle comes out of position without damaging the multipack or the bottle.</p>	
<p>The multipack must be made from a card based material that is either able to be recycled or is made from recycled materials, sustainability must be considered, although other less environmentally friendly solutions are still acceptable if more viable for the company</p>	<p>This can easily be tested by looking at the type of material used and whether or not it is sustainable and recyclable.</p>	<p>As you can see the model is made from a thin white card, this has a layer of paper on top which contains the graphic images and has been attached by spray mount glue. These two materials are both recyclable and sustainable as they come from trees which are a renewable source.</p>	
<p>The information on the bottle must include all the legal information that is required including ingredients, sell by date, material of product, etc</p>	<p>This can be easily tested by looking at the information on the bottle and whether it matches the information necessary. Some may not be necessary as long as it is on the multipack.</p>	<p>As you can see from the label. All the necessary information is included. The sell by date is not present as this would simply be printed on last minute once the drink has been fed into the bottle, as this would alter depending on the date of manufacture.</p>	
<p>The information displayed on the bottle should be in a font that is easy to read and stands out, making it easier for the customer to read through the information and make a decision whether or not to buy the product</p>	<p>This can be assessed by asking potential customers about their opinions. It can also be assessed by examining the font and whether the typography is clear, bold and simple.</p>	<p>The information on the front of the bottle is very large, bold and easy to read. However the information on the back is much smaller, although still visible and easy to be read. Some customers with poorer eyesight however, may struggle.</p>	

The final bottle shape had many great qualities. I was especially pleased with the shape, as it perfectly met the specification point which means it will hopefully be exactly what customers want, helping to increase sales and boost profit for the company. The colour and graphic images are bold and interesting, the character created helps the brand be instantly recognisable. There is no doubt that this model would be able to be mass produced, using blow moulding would be the most suitable method as suggested in the flow diagrams created. Testing the various aspects of the specification showed that all the areas have been met and carried out efficiently and effectively. The model fits the criteria beautifully with its shape, colour, potential industrial materials and possible processes. The weakest area of this product if any is the foil lid, although it doesn't need to have many qualities. I would have liked to have seen something more eye-catching on the top, such as the Yaks head or more text. Although this is only a tiny aspect, I just think that, for example, if it was laid down in the fridge a bright pink logo would be much more eye-catching and easy to see!

Overall, I was very pleased with the final outcome of the bottle. I felt its appearance was very sleek and feminine and the texture created by the spray paint created a very classy, quality looking product. Although to begin with the labels also looked of high quality, I found that the more I held them for pictures and testing etc, the paper began to look very worn and of a poorer quality. Although this may not be an issue in reality as the product is simply used once and thrown away. If I had time to go back I may have thought about using a more durable material. Although finding one with all the necessary properties had already proved very difficult. With the bottle, I was really pleased with the bottles overall shape and appearance, it also proved very easy to hold, and also comfortable to do so. This shows that my research has paid off and enough was done to make sure of this.

In my opinion the multipack was very successful, although it is a very simple design, use of minimal materials means that costs as well as the customer loyalty and perception. I agree with my client that the use of a darker blue was probably a bad idea, initially we felt that the use of easier recognition etc. The multipack from the POS background for the bottles securely and they are easy to remove by the end user space both in the end users fridge but also for transport which will once again help to reduce costs which may be able to lead to price cuts for the final user encouraging more sales.

The largest piece of my coursework by far, I am really pleased at the outcome of this point of sale display and the way it has come together. The colours are one of the main attractions for me and I find that they all work and compliment each other well. I love the variety of shape and how everything seems to tie in with one another. This point of sale display meets all the criteria set by me and my client, although sadly the model could not fit 10 multipacks in place due to the shape of the shelving. However if the prototype was made into the industrial final product, the point of sales measurements would be enlarged anyway. Overall I think the final outcome meets all the points and is fun, bright and very interesting to look at.

The prototype of the multipack was very vibrant and colourful, I felt it matched in well with the rest of the products created although I am unsure about the use of a slightly darker blue made it stand out more, however I am unsure whether it should have been the same blue to allow the pieces all to match. The criteria for this component has been successfully met, including 7 spaces for bottle drinks, the use of recyclable and sustainable materials, and the application of appropriate graphics and legal information. The quality of the prototype is comfortably high, however for the final industrial version I feel a more glossy finish is necessary to compete with existing competitors products. The design and shape of the multipack is very eye-catching and bold, which will hopefully stand out from the typical plain, fruit based packaging for other similar products. The fact that the minimum amount of materials have been used to create this multipack means that in the case of mass production potentially cost and waste will be very low which creates a decrease in expenditure and an increase in profit margins.

For me, the point of sales display ticked all the right boxes: it is bright, clean cut, interesting and easily recognisable. The new branding will have a huge impact on the sales of this product and I dramatically. It is fun and bright, tying in with the other products. It is also easy to get products out from the shelves and into your shopping trolley. For this product to be made in minimum, vacuum forming the mountain may be a low cost idea and simple sheet materials are all that is needed for the other aspects. Overall, I am VERY pleased with the outcome of this piece!

Client with bottle

Client with multipack etc

Hot glue gunned joint has made the backboard much weaker.

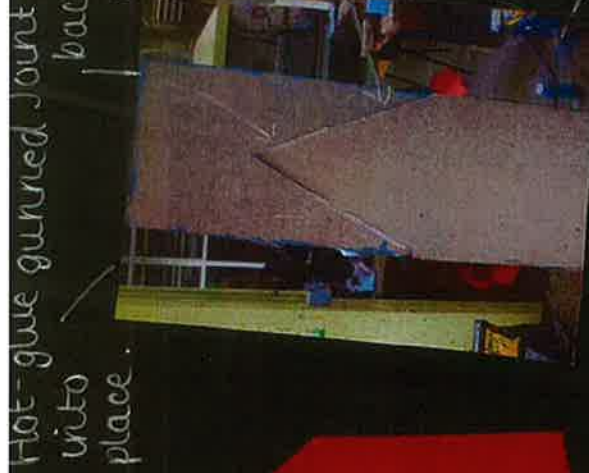
Possible to print Yaku head onto aluminium foil?



May not be an issue as only used once.



Unslightly from behind although this won't be visible.



In hindsight, I shouldnt have cut the backboard as I feel this has weakened the structure B is less visually appealing.



The paper label, I found was not very durable in the long term after being held by many people.

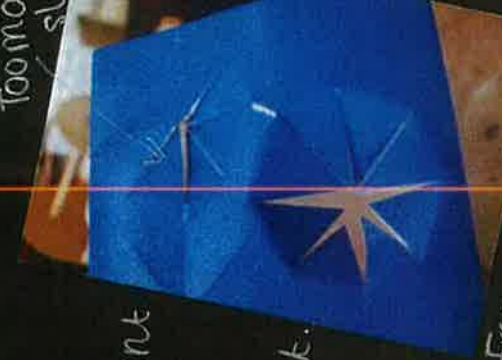
The quality of the lid, I feel doesnt match that or the rest of the bottle.

Too many sub-weaks

Luckily at side which isnt very visible.



Had to add extra thin strip down side due to inaccurate calculations



Darker blue doesnt match as well - stands out.



Although, Intentionally I made the blue or the multipack darker than the others I now feel it'd be ranked better

When applying the flexy-ply I had not allowed enough room for the grass room.

From repeatedly placing the bottle in LOU the card has torn.

From repeatedly placing the bottle in LOU the card has torn.

From repeatedly placing the bottle in LOU the card has torn.

From repeatedly placing the bottle in LOU the card has torn.

Raw materials: A range of materials were used for the prototype of this model, however for the final model a range of plastics would be used, involving a lot of vacuum forming for areas such as the mountain.

Manufacture: this product is likely to be batch produced as not such a high proportion will be needed as the actual product itself. Shorter runs are often less environment tally friendly and often also have a higher cost due to less economies of scales being used.

Distribution: as the POS is much larger than the bottles etc it is likely to have a much larger carbon footprint for transport. However, once they have been distributed to all the necessary stores then they wont need to be distributed again as it is a once off

Use: the use of this product has little impact on the environment as there is no electrical etc uses needed for the product. There may be slight cleaning etc done to the POS which could have a slight, but VERY slight impact.

Disposal: This product may have a long life as it is a promotional piece which is used to store the products on, it could be used up until the products image is changed again which could be a very long time. When it is disposed of, many of the materials could be recycled as long as the plastic is not a thermoset.



Raw materials: this component has only one raw material which is card/paper. This is not only recyclable but it is possible that the multipack could be made of already recycled materials. This however may limit the quality finish of the product.

Manufacture: the mass manufacture of this product would involve cutting and printing. Depending on the inks used this could cause damage to the environment. There is an element of waste created by the cutting process, it is therefore important that tessellation is used to minimise this.

Distribution: this causes fuel costs and adds once again to the carbon footprint of the product. To minimise this the more tightly packed the multipacks the more that can be fitted into one lorry/boat/train which will help reduce the negative effects of transportation.

Use: the use of this product has little impact on the environment as there is no electrical etc uses needed for the product, it is simply used to hold the bottles until they are in the fridge at home and then it is disposed of.

Disposal: as this product can be wholly recycled the materials used can be sent back to the beginning of the cycle and repeatedly used again rather than being sent to land fill. Although it is likely that a percentage of customers throw the bottle into the land fill bin by mistake or due to laziness. Paper and card is commonly recycled, however there is an issue with the fact that just as many chemicals/co2 is produced from recycling this material as goes into it once it is first created.

Raw materials: for the actual product if it was to be industrially manufactured the material would be a recyclable plastic with an aluminium foil (also recyclable) lid. These products are sustainable and recyclable which is important as the usage life of the product is very short. This will help to reduce the need for more plastic to be created, using up finite crude oil sources.

Manufacture: the mass manufacture of this process would involve blow moulding as the main process, this uses electricity which adds to the carbon footprint of the product. The packaging ready for transportation also adds to this.

Distribution: this causes fuel costs and adds once again to the carbon footprint of the product. To minimise this the more tightly packed the bottles the more that can be fitted into one lorry/boat/train which will help reduce the negative effects of transportation.

Use: the use of this product has little impact on the environment as there is no electrical etc uses needed for the product, it is simply used to drink out of and then is disposed of.

Disposal: as this product can be wholly recycled the materials used can be sent back to the beginning of the cycle and repeatedly used again rather than being sent to land fill. Although it is likely that a percentage of customers throw the bottle into the land fill bin by mistake or due to laziness.

BOTTLE

