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External assessment 2023

Stimulus book

Design

General instruction

• Work in this book will not be marked.



often damaged when it is opened, making it unusable and creating waste. There is an opportunity to redesign the packaging to be more sustainable.

Design criteria

RTK

- Ensure the redesigned packaging has an extended life cycle with additional uses.
- Ensure the redesigned packaging continues to meet the requirements of current users.
- Consider the successful launch and acceptance of the new uses by stakeholders. washing the second trans-



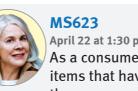
RH582 April 14 at 9:45 am As a retailer, I need to understand the benefit of new packaging. → Reply



AL954 April 16 at 3:16 pm As a retailer, I would choose packaging that I know will not end up in landfill.



NW216 April 19 at 11:29 am As a consumer, I want to understand the additional uses of new products.



April 22 at 1:30 pm As a consumer, I appreciate items that have a visual theme.



TC839 11 minutes ago As a consumer, I want tamper-proof packaging to ensure items are not changed, removed or damaged.

SECURE .

Unsuitable items may need to be returned in the original packaging.

ORTK

SECUI





Packaging is made from paper, cardboard, plastic (flexible and rigid), foil, wire or string.



Online shopping is an increasing trend; packages are sent overseas and locally.

•••••



Lightweight packaging reduces transport costs.



Opening the packaging often damages it beyond use.



Tamper-proof tapes, seals and adhesive closures are destroyed on opening. URE SECURE



