

MOTOROLA PACKAGING CONCEPT



Properties list:

reusability
end-user packaging
extra-use of packaging
concept
electronics
additional structural elements
box
plastics

This packaging concept contains a smart phone and a flexible solar cell charger that can hold the phone safely in place while it is being transported, thus, there's no need for an inner skeleton case, which means less material used. Once the phone has been used for its lifetime, the user can turn this packaging inside out and use it as prepaid return mail to send their phone to a designated recycling center. In this way, this packaging design eliminates the problem of e-waste that society faces in its current consumer system.

Reference:

Credits:

Country: United States of America

Year: 2011

School: College for Creative Studies, Detroit

Designer: Herald Ureña

Motorola-sponsored studio course.

Other images:

