University of the Pacific
School of Engineering and Computer Science

Bright Pack

Reusable packaging. Reduce waste. Save money.

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Shipping Problem

- Packaging generates 30 Million tons of cardboard waste annually.
- This equates to around 493 Million trees per year.

Reference: Waste Initiatives

Reference: Lifehacker

Mission

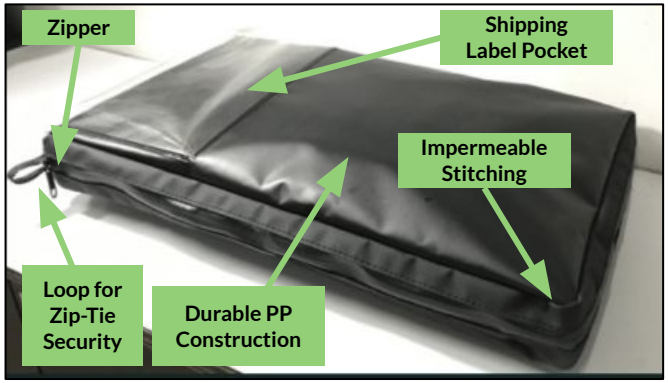
- **Provide a quality reusable shipping solution which reduces waste in the shipping industry.**

Market & Strategy

- **$400 Billion** Shipping and Packaging industry
- Modern packaging techniques utilize enormous amounts of cardboard.
- Target **closed-loop** companies.
- **Stitch Fix** (online styling service) is an example of closed-loop company.
- Potential other applications
  - Secure Shipping of Medical Supplies
  - Secure Shipping of Official Documents

Solution

- Polypropylene (PP) shipping sleeve with zipper closure. 19x12x2 (inches)
- Minimum usable life of 20 cycles.
- Package sent to customer then shipped back to facility. Shipping labels inserted via the clear pocket. Biodegradable zip-tie for security.



How the system works

Environmental Impact

Over 90%
Reduction in WASTE compared to cardboard after 20 cycles.

Over 50%
Reduction in CARBON FOOTPRINT compared to cardboard after 20 cycles.

One cycle = Bright Pack shipped to user and shipped back to original facility. Calculations in *kg* and *kg CO2*.

Financial Impact

Bright Pack System

Manufacturing Costs	Wholesale Price	Bright Pack's Profit	Shipping Costs for Stitch Fix	Number of Uses
$4.19/unit (10,000 MOQ)	$20	$15.81	$12 → Customer $12 → Return $24 total	20+

Total Cost for 20 cycles at Stitch Fix: $500

Financial Impact of Using Bright Pack (Stitch Fix Example)

$162
In Savings After 20 Shipping Cycles for Stitch Fix

$20 Million
In Shipping Cost Savings Every Year for Stitch Fix

Equity Offer

- **Bright Pack will offer 30% equity in exchange for a $500,000 investment.**
- **Investment split: 35% for inventory, 17% for patents, 15% for marketing, 33% for establishing a lean manufacturing plant in the United States (end of year 1).**