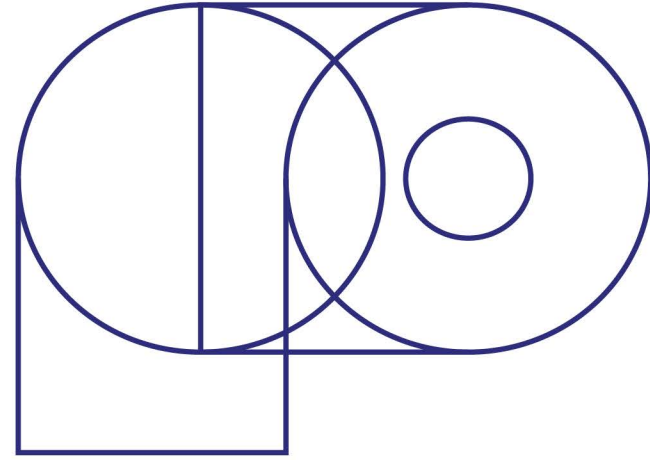


TP/Screamer



TP/Screamer



Designer Info

Leon Shen
(Dr. Toilet Paper)

Leon Shen is a design student. He has ever studied in China, Japan, UK and US. Global experience inspires his innovative mind. Now he focus on user experience and human-computer interaction, but still keeps passion on everyday product design. This time, he got something new for toilet paper.

Issue



As one of the most important daily supply, millions sheets of toilet paper are being consumed worldwide.

On average, consumers use 8.6 sheets per trip, and 57 sheets per day. That's an annual total of more than 20,000 sheets.



Massive Consumption

Forests are a valuable resource of the planet, but facing severe threats.

Every day the equivalent of almost 270,000 trees is either flushed or dumped in landfills worldwide.

Roughly 10 percents of that total is attributable to toilet paper.

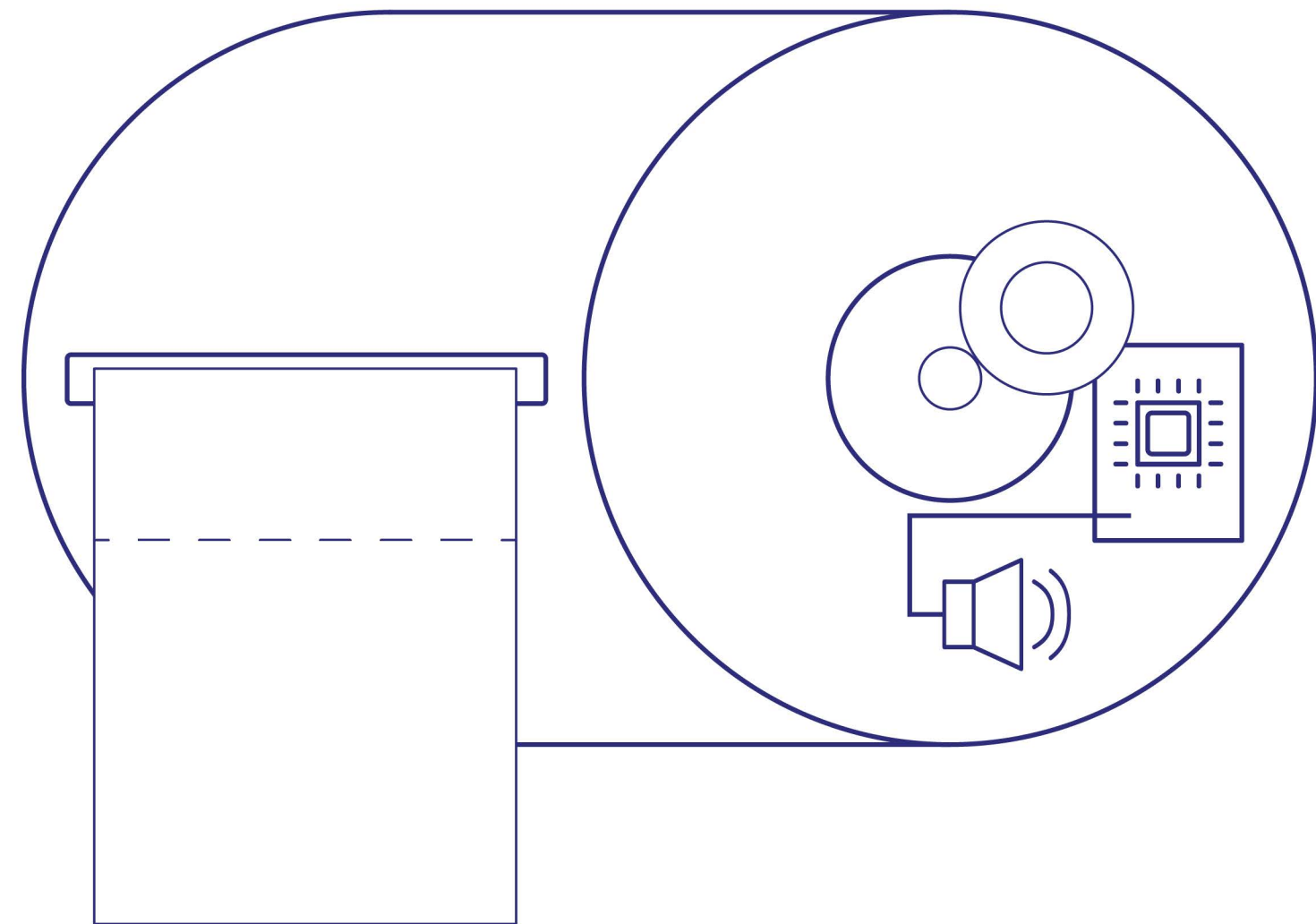
27,000

per day as toilet paper



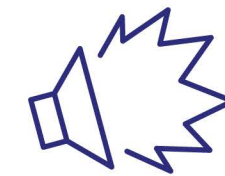
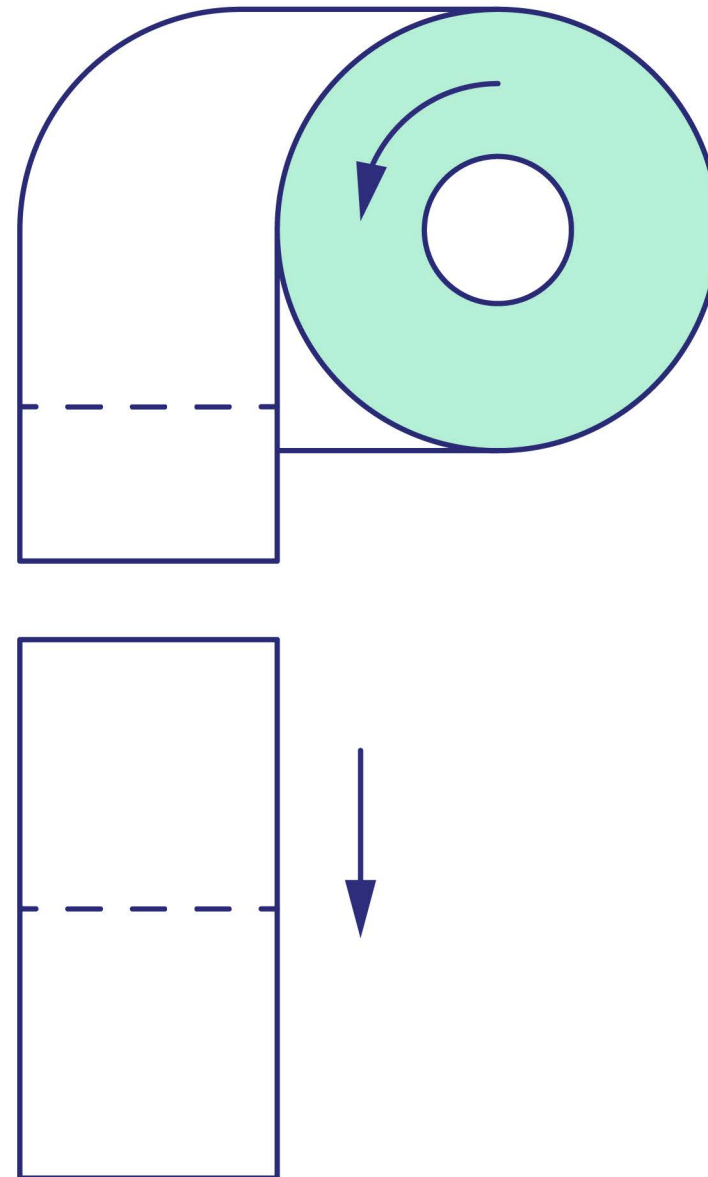
Structure

Steel Shell
Plastic Axis
Rotary Encoder
Sound Chip
Speaker
Button Battery



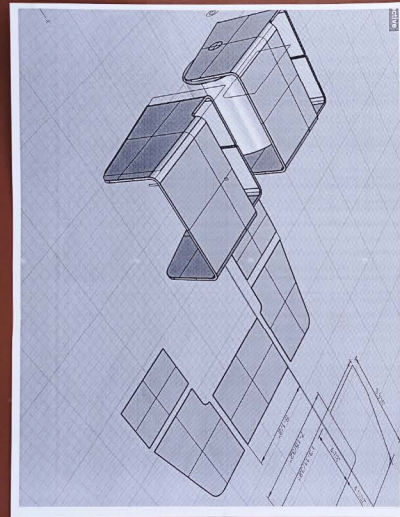


More Fun,
Less Waste.



A rotary encoder keeps monitoring the length of toilet paper pulled out of the dispenser. When the length reaches the limit (set as 30 inches/8 sheets) in a short time, the sound chip will let out a loud scream.

Fabrication



Prototype





Timeline

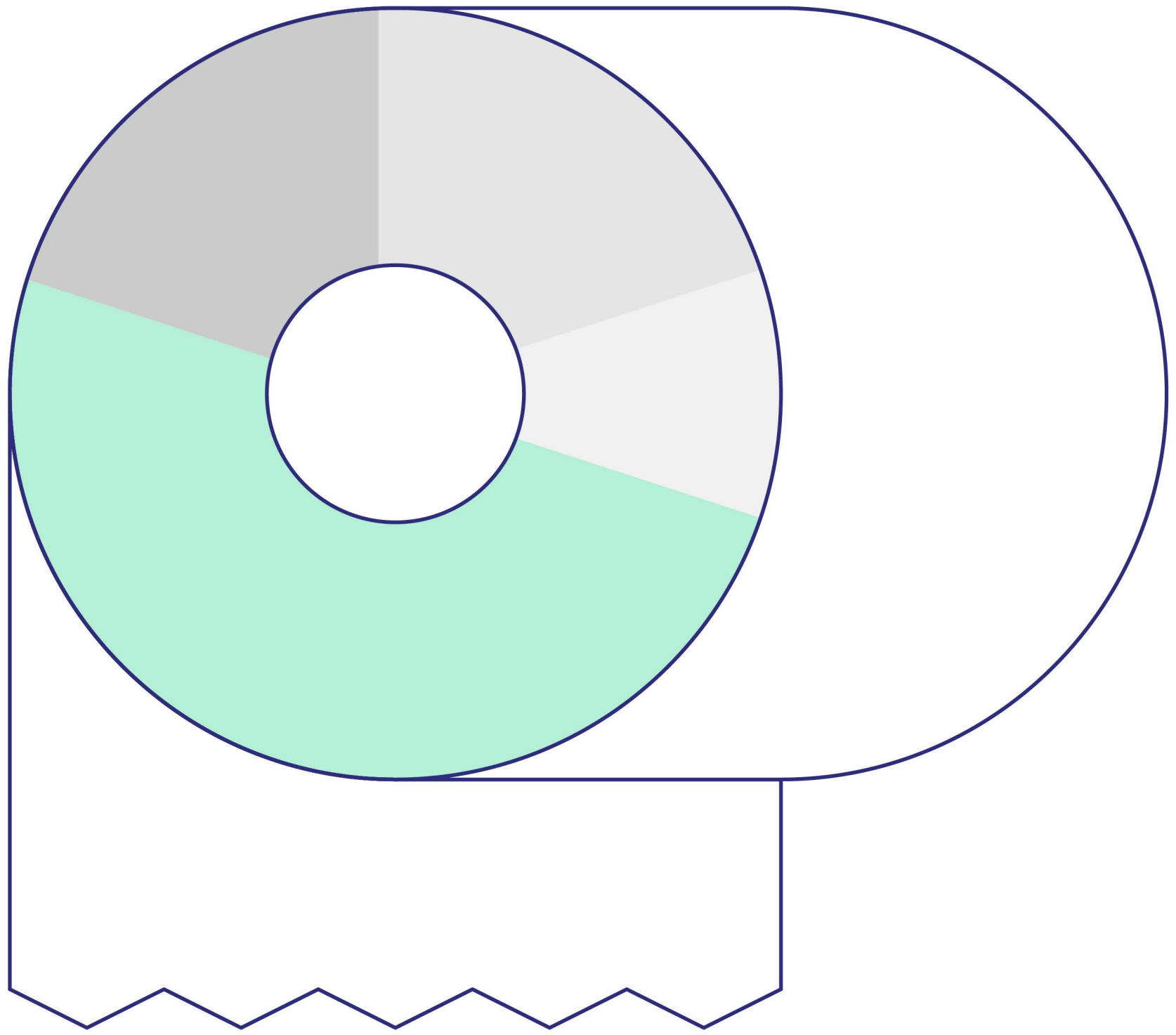


Feb. 2017	Intial Design
Mar. 2017	Develop and Test Prototypes
May. 2017	Refine Design
Jun. 2017	Lanunch Kickstarter Campaign
Sep. 2017	Assign Factory and Manufacture
Dec. 2017	Ship



\$35 MSRP
X100

- 20% Development
- 10% Marketing
- 50% Manufacturing
- 20% Shipping





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