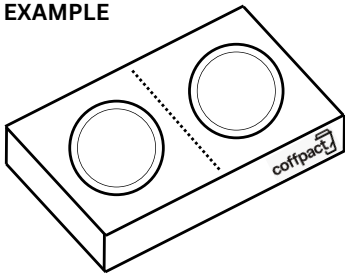
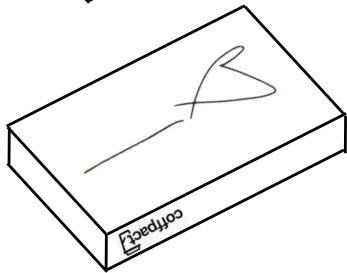
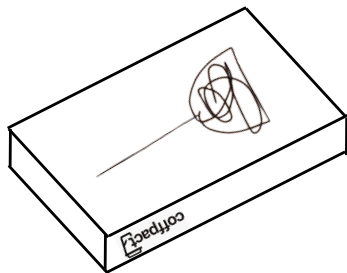
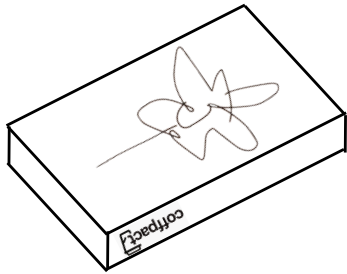
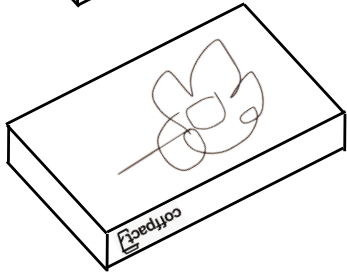
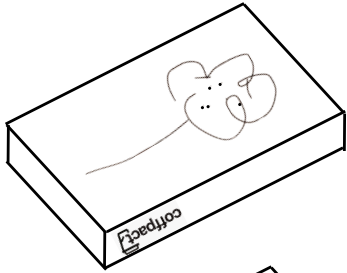


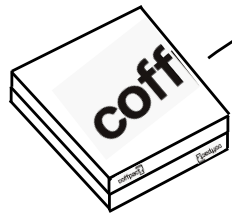
SIMPLE EXAMPLE



UNDERSIDE DESIGN EXAMPLE (OR LEAVE BLANK)



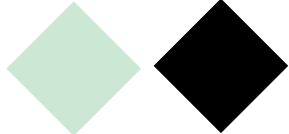
FOLDED UP



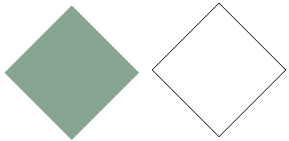
SIMPLE EXAMPLE

CONCEPT COLOUR PALETTES

PRIMARY



SECONDARY



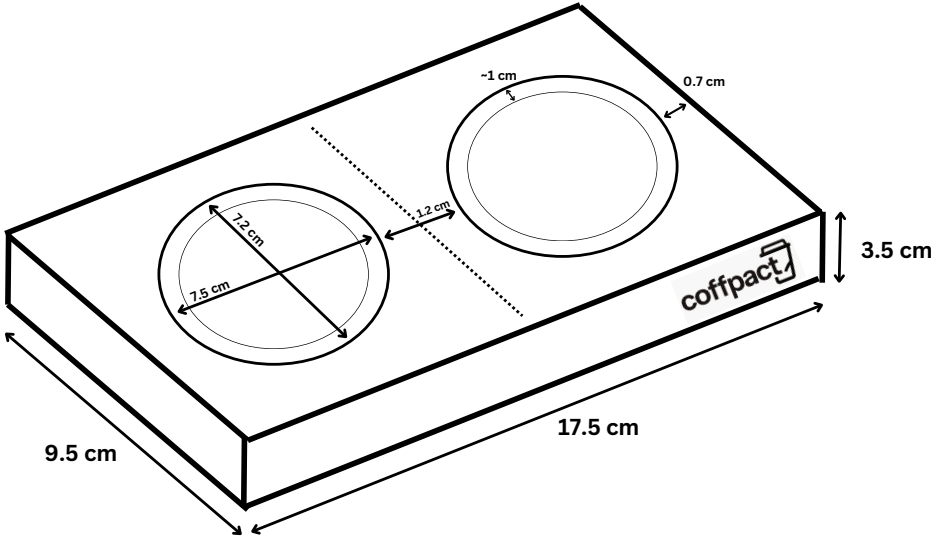
CONCEPT BRAND LOGO

Font: Poppins Medium or Montserrat SemiBold

coffpack

ESTIMATED DIMENSIONS

FROM A CARDBOARD COFFEE CUP HOLDER AT A LOCAL STORE



CONCEPT, MATERIALS & VALUES

- **Ultra Compact:** Slips into a bag or pocket when not in use (above depictions show a fold in half function, can this be built on to allow for flattening to reduce size burden more?)
  - Looking to explore options of how to achieve this functionality:
    - Base is rigid and sturdy to hold the weight of two full coffee cups. Material choice considers heat from coffees
    - Collapsible side walls or supports that fold out to create the height to form the base for the coffees to insert into. Collapsibility allows for increased compactibility
    - The entire unit then becomes a compact sheet that is easy to store in a bag or pocket
  - The ring of each circle in the diagrams represent small flaps and tabs, as per the image below, which allow for different coffee cup sizes to use the same carrier, as they fit in with the flaps that provide additional support.
- **Durable:** Reliable material for frequent re-use
- **Community Focused:** Engage local cafes to sell and platform the product, encourage involvement online with people getting coffees and carrying the extra for their loved ones

FLAP EXAMPLE

