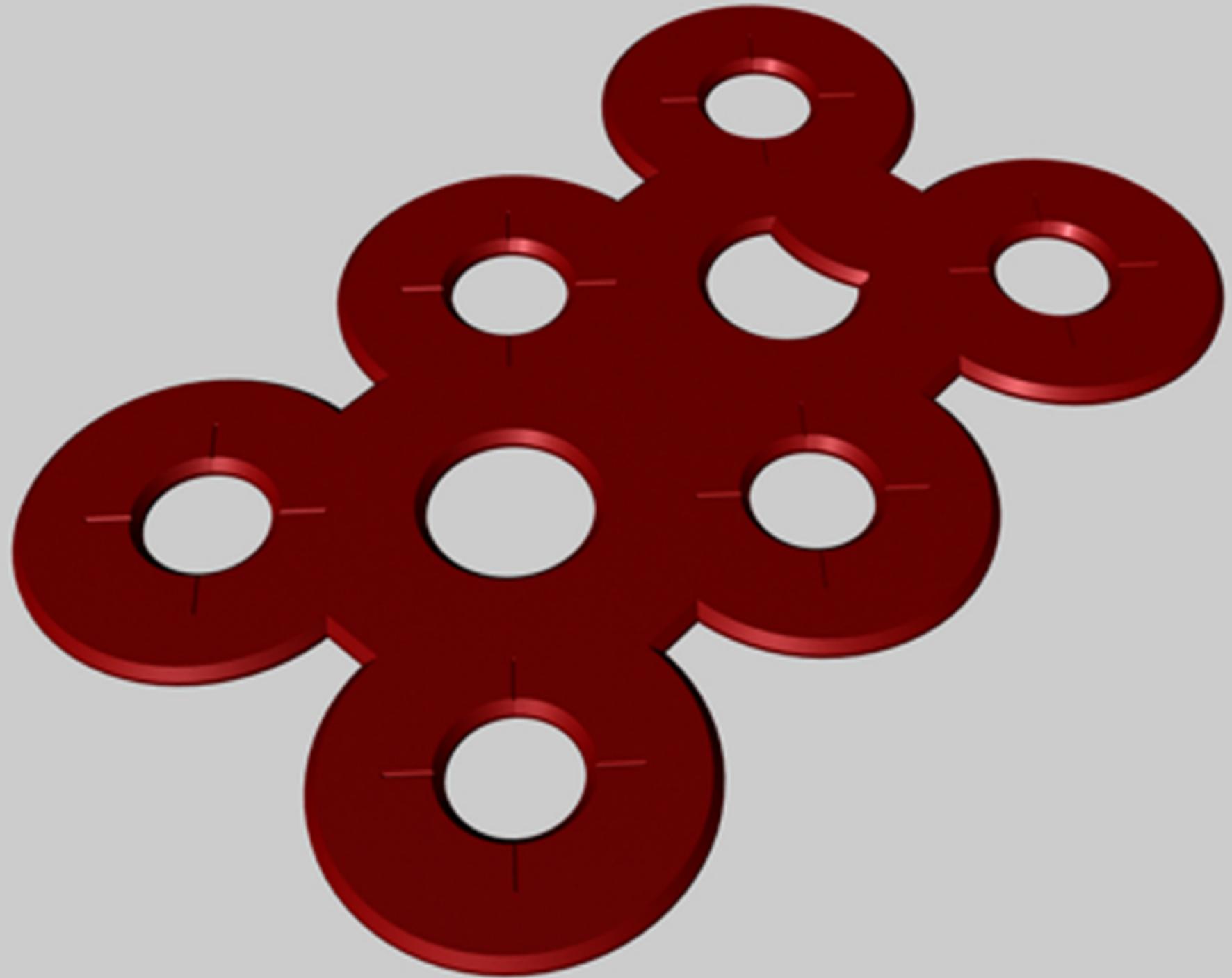


# Clixpack

Reusable packaging solution



*Kieran McCabe  
Master in Product Design - Second Level  
IED Design - Milan*

# Concept

Clixpack is the reinvention of bottle packaging, redesigned entirely with the aim of being infinitely reusable. Whereas traditional beer packaging, such as that the example here, is disposable and often non-recyclable, clixpack is meant to be used again and again.

Deriving its name from the term 'six-pack', clixpack is a single, simply manufactured piece of recycled plastic. The plastic contains 8 holes; 6 with flexible 'teeth' through which bottles may 'click' securely for carrying. The remaining two holes are designed for carrying the clixpack with the thumb and forefinger. In addition one of these holes is designed to also function as a bottle opener, which is something anyone who has forgotten to bring a bottle opener at a party will appreciate.



# The Problem

The inspiration for Clixpack is the simple fact that sometimes recycling alone isn't good enough. 40% of packaging in Ireland isn't recycled. Even the packaging which does get recycled causes the problem of facilities being unable to cope with the amount of material being recycled.

In addition, the process of recycling and remanufacturing packaging itself requires large amounts of energy, which offsets the benefits of recycling. If we are still producing massive amounts of wasteful packaging we will be unable to solve this problem satisfactorily.



# The Solution

Cutting down on the amount of packaging used is crucial. There has already been huge success in Ireland in recent years with the introduction of a levy on plastic bags. This has meant most people now carry reusable bags with them when shopping. The behavioural change has been significant, and as a result the amount of plastic shopping bags used and produced in Ireland annually has decreased significantly.

## Reuse, not recycle

The concept of reusable packaging can be extended beyond shopping bags. Clixpack is a reusable holder for drinks, which makes the need for extra plastic or cardboard packaging obsolete. As people are accustomed to taking a bag with them when shopping, it's a logical extension that they could also carry a clixpack with which to carry drinks. If introduced in conjunction with a tax levy on additional packaging for drinks it could have a similar success rate to the existing scheme.

The clixpack can be purchased for a small fee from any shop, the proceeds from which will be part of the tax levy. Spare clixpacks can be returned for a small refund, as is the case with bottles in many countries. When combined with a bottle reuse or recycling scheme, the result is 100% reuse for all bottle packaging.



A reusable tote bag

# Functionality

The basic clixpack itself is designed to carry up to 6 bottles at a time. The layout is such that any size bottle from 250ml through to 500ml can be accommodated, with sufficient space. This flexibility means clixpack can be used with any brand or manufacturer.



# Functionality

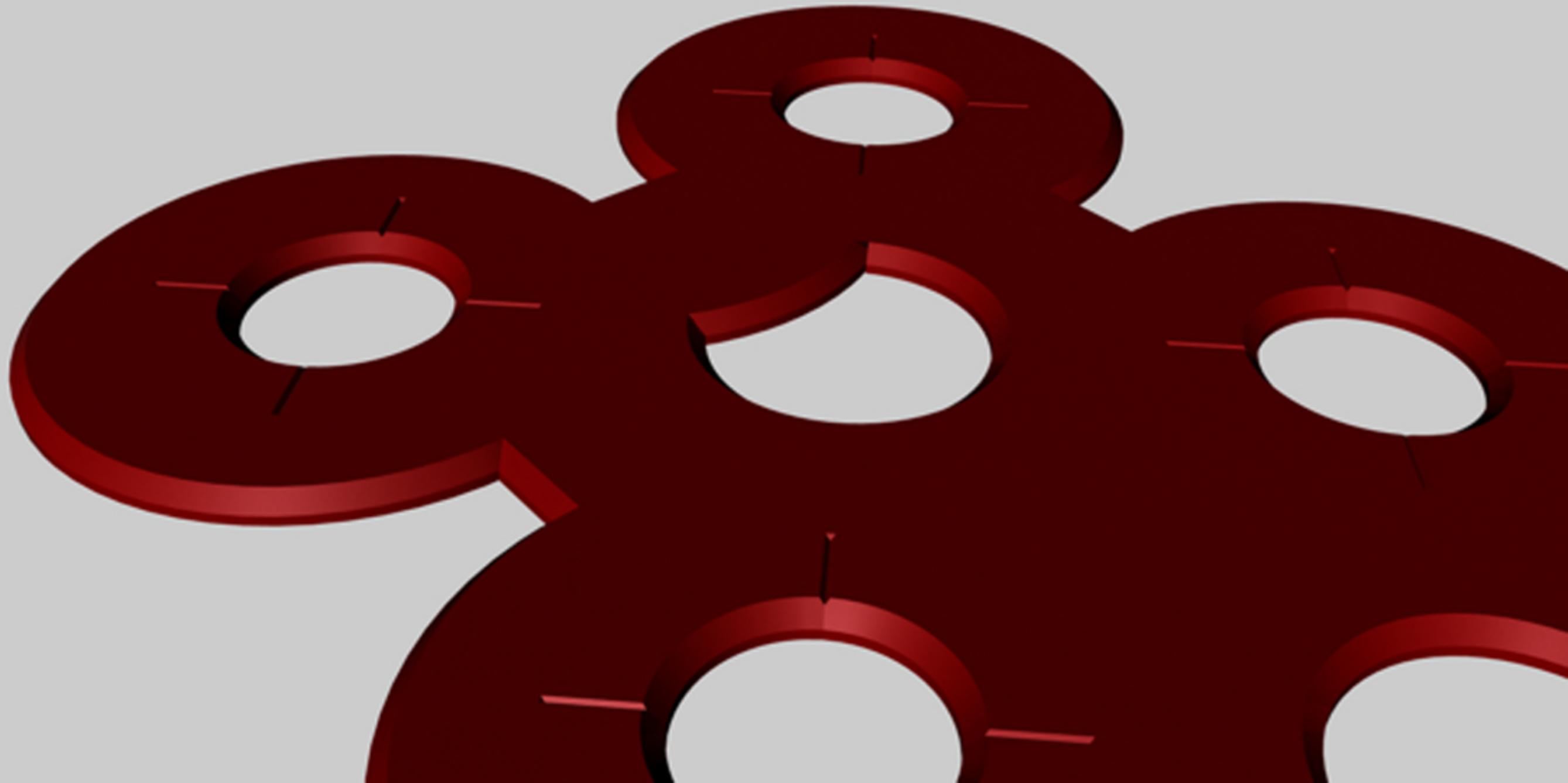
The basic clixpack itself is designed to carry up to 6 bottles at a time. The layout is such that any size bottle from 250ml through to 500ml can be accommodated, with sufficient space. This flexibility means clixpack can be used with any brand or manufacturer.



# Durability

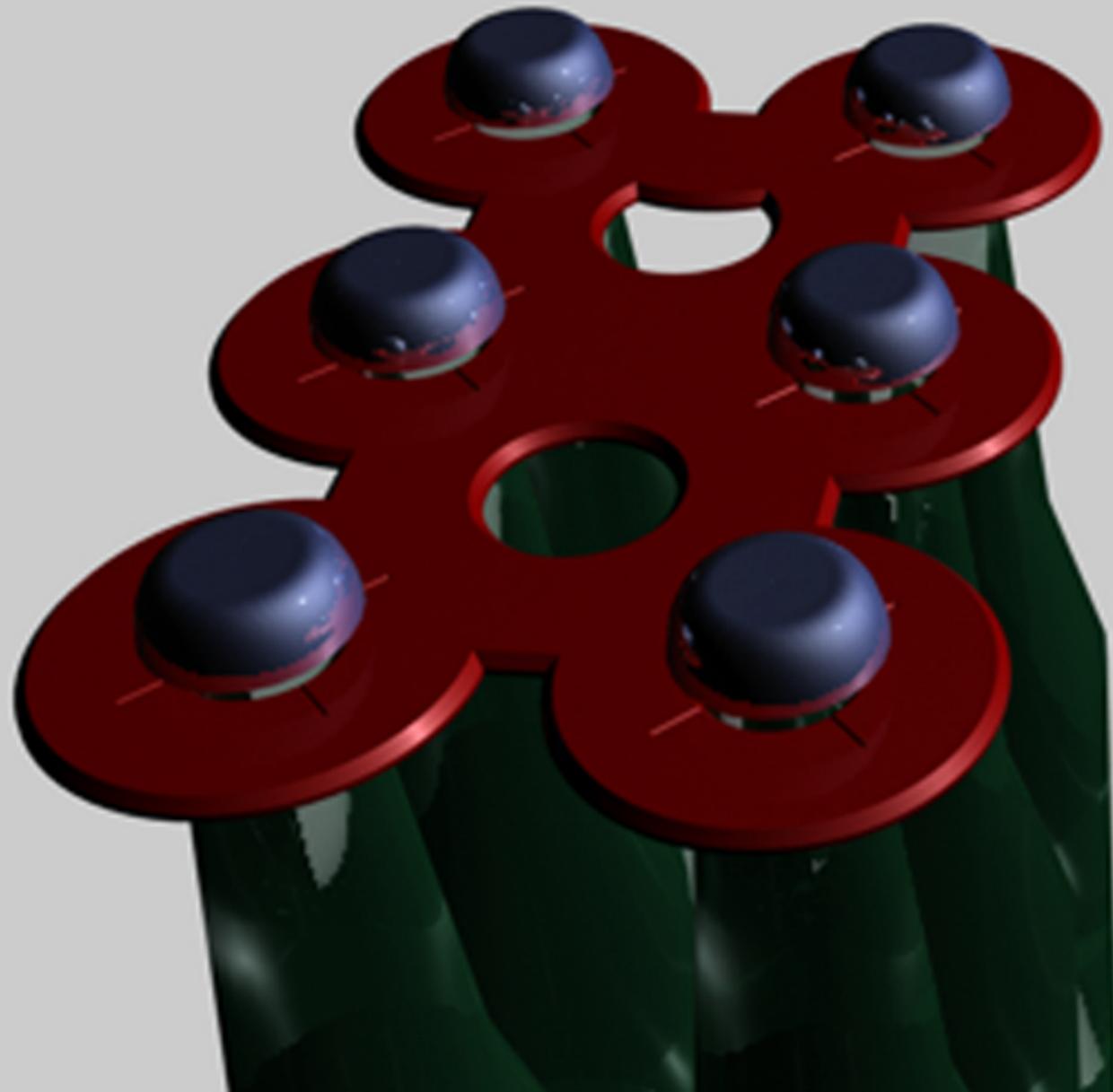
Being manufactured with strengthened polycarbon means the clixpack is tough and durable enough to last many shopping trips.

In addition, one of the finger holes has been designed to function as a bottle opener, iproviding a useful secondary use.



# Benefits

The clixpack is beneficial to everyone;



## Producers

The drinks manufacturers will benefit greatly from the decrease in packaging production costs.

## Consumers

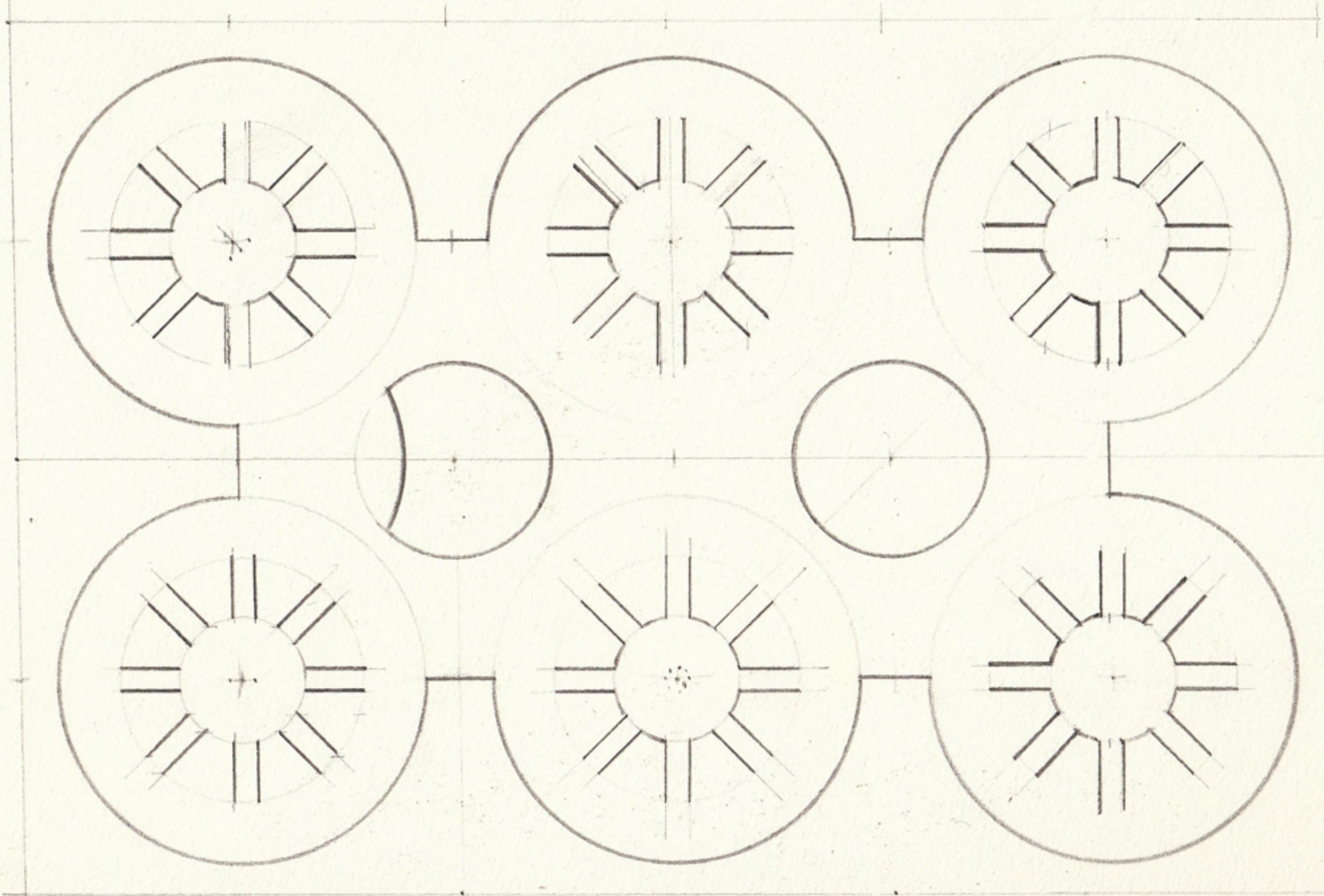
In the long run a decrease in the cost of production would be passed on to consumers. The clixpack also provides a more convenient manner of carrying bottles, as it is more ergonomic and comfortable than existing cardboard packaging, and more secure than using a bag where the bottles could break.

## Government

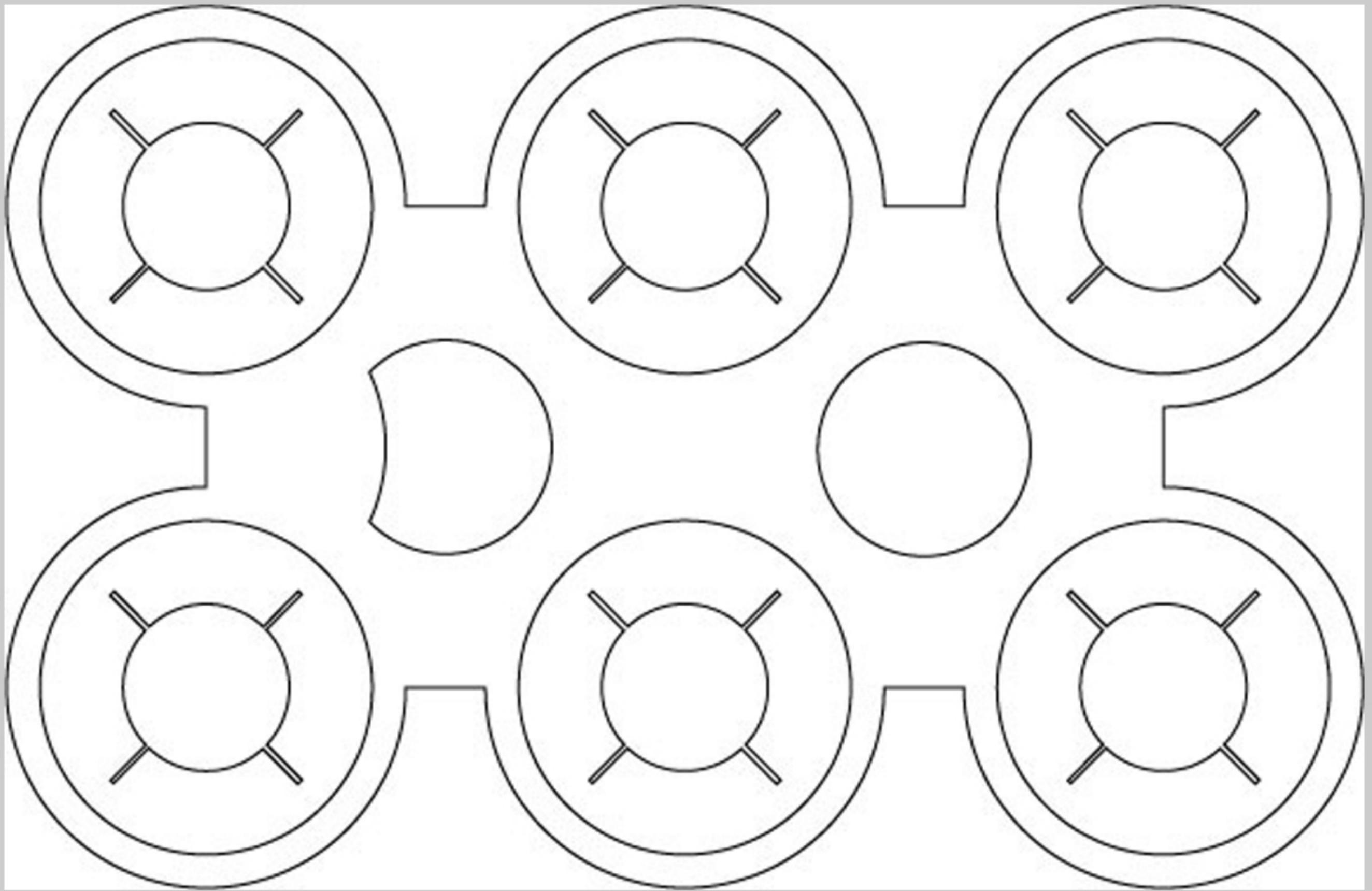
With less packaging being produced and thus less recycling, the stretched recycling facilities will be able to cope more efficiently. The money saved from this lower amount of recycling, combined with income from a tax levy on remaining packaging, could be re-invested in sustainable causes.

## Most importantly...the environment...

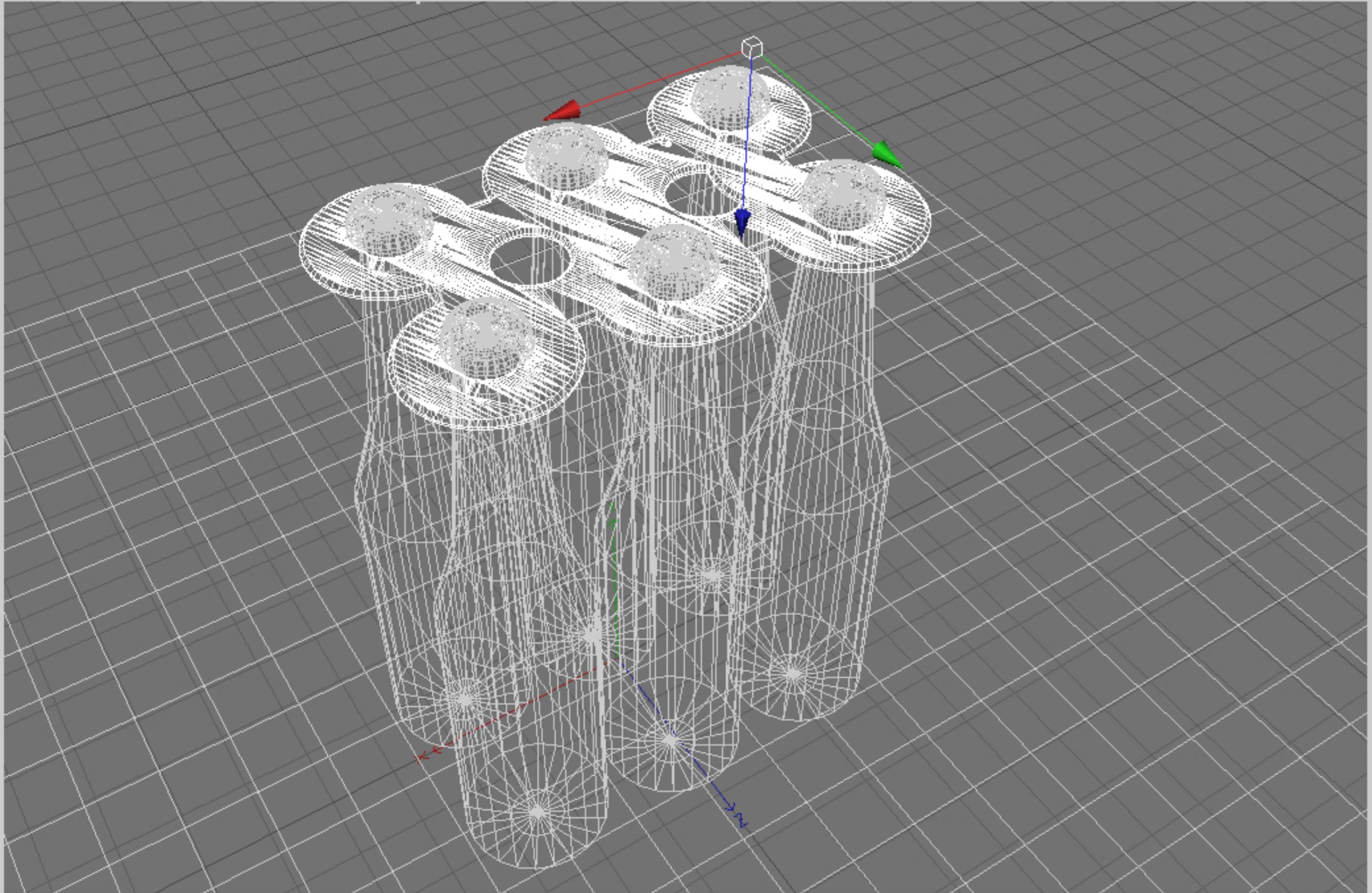
The large reduction in non-recyclable plastic being used in disposable drinks packaging will benefit the environment, and all of us.



*Concept sketch/diagram*



*Illustrator diagram*



*Cinema 4D model*



*Render of finished product*