

McBride's Innovative Laundry Sachet Design

The McBride logo features the brand name in a white, italicized sans-serif font, enclosed within a white, horizontal, swoosh-like oval shape. This logo is centered within a large, light-orange circle that overlaps the background pattern.

McBride

SUMMER

FRESHNESS



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3D DESIGNS

DESIGN CRITERIA

This final design proposition is an evolution from the Dynamic Hexagon design.

Using the customer feedback and its general trends it quickly became clear what the various items of attention were.

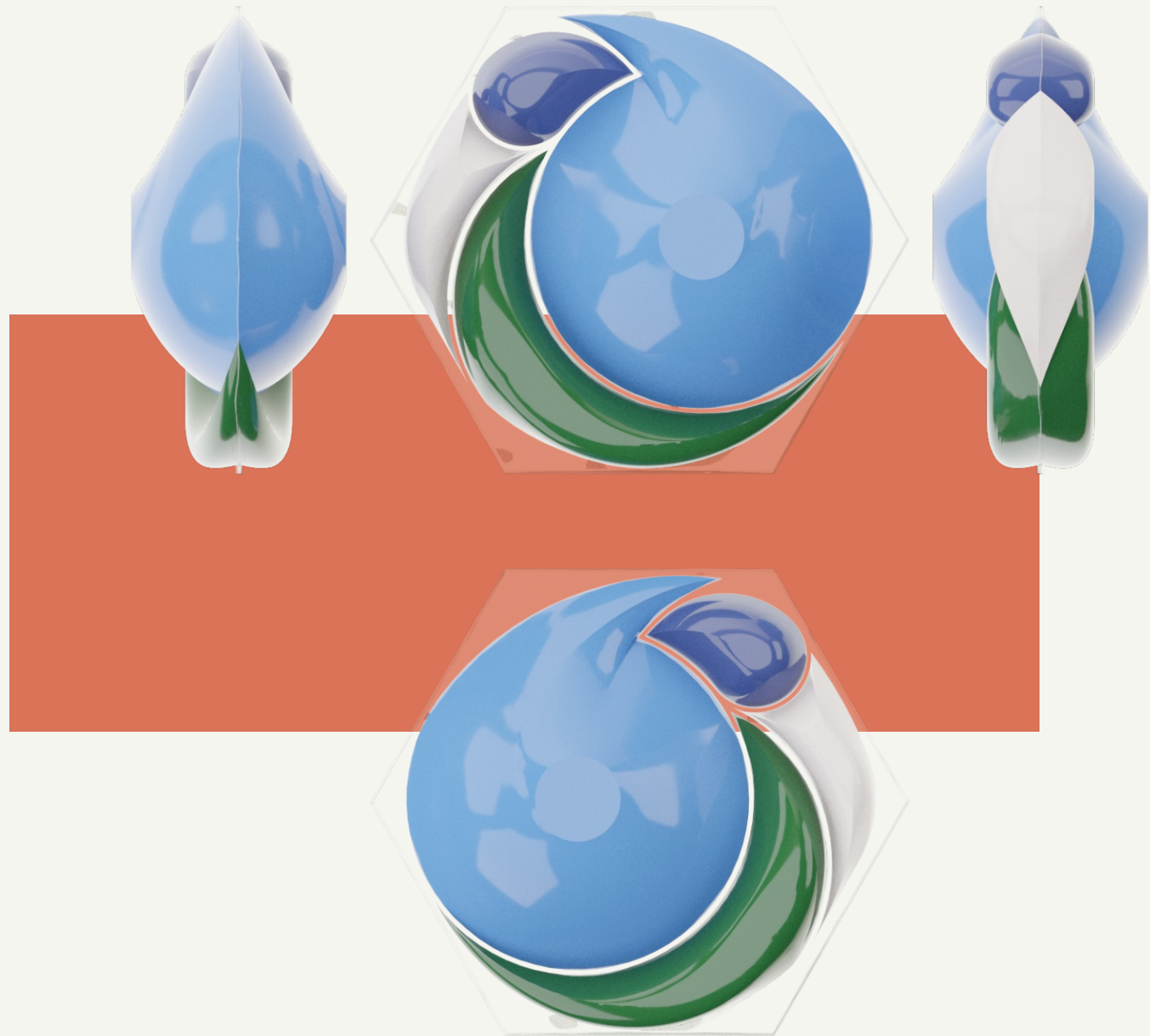
Firstly the main detergent compartment is now a lot bigger, naturally that's what you need most.

The gaps between the compartments are now gone to increase effectiveness and introduce a more coherent look.

Made the design more trendy/eye-catching and less chunky.

The link between the sachet and washing is a bit clearer now, since the previous version wasn't washing-like enough.

I also changed the colors to be brighter. Since that too was a main topic for improvement.



COMPARTMENT STORY

EFFECTIVE CLEANING

The main washing detergent forms the basis of the whole formula. It can handle the toughest stains as easily as it can remove the daily stains while maintaining the material's fabric. It is by far the root of a premium detergent.

DYNAMIC CLEANING

Clean, fresh and soft clothes can make us feel incredible. Everyone wants to get up in the morning, get ready for a new day and put on freshly washed clothes. They need to make you feel like you can take on the world.

The fourth compartment dynamically alters the qualities of each compartment. This way one can have absolute confidence they'll have perfectly washed clothes each time.

FRESHNESS

When we wash our clothes, not only do we want them cleaned, but we also value the smell of freshness. The experience of freshly washed clothes and linen is something that will always make us feel reborn.

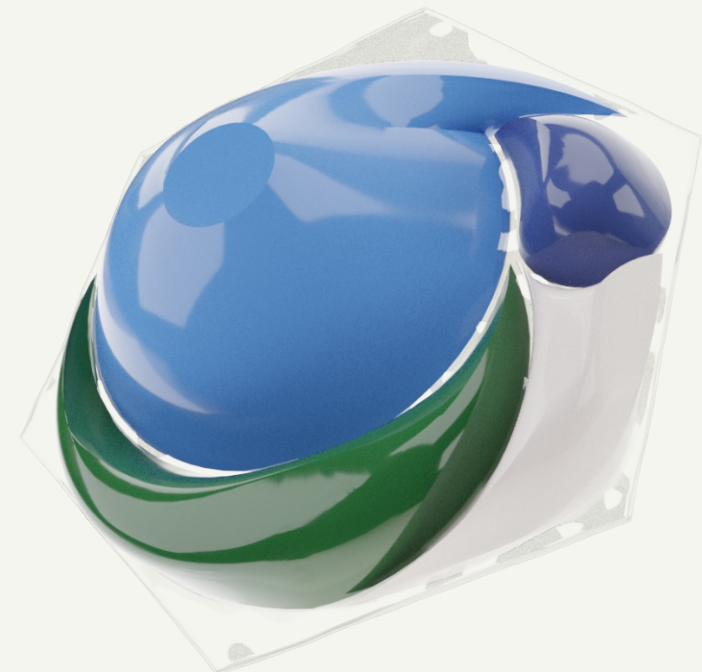
Blue has always been a cold, fresh color. We have learned this from nature, where often times hot things are red and cold things are blue.

SOFT TOUCH

In combination with clean, fresh clothes, we also want to feel comfortable wearing them. On a hot summer day, we want to feel the fresh wind gently stroke our clothes and skin. It is the softness of clothes that makes us light and energized.

A yellowish-white color is used for softness. Unconsciously we might think of soft, warm blankets. We even might associate the color with the softness of a lamb and feathers.

White is also a neutral color, which means it doesn't need to be balanced out.



DIMENSIONS

UNITS: mm

2D - INTERNAL

The internal seals on the image on the right are about 0,5mm wide.

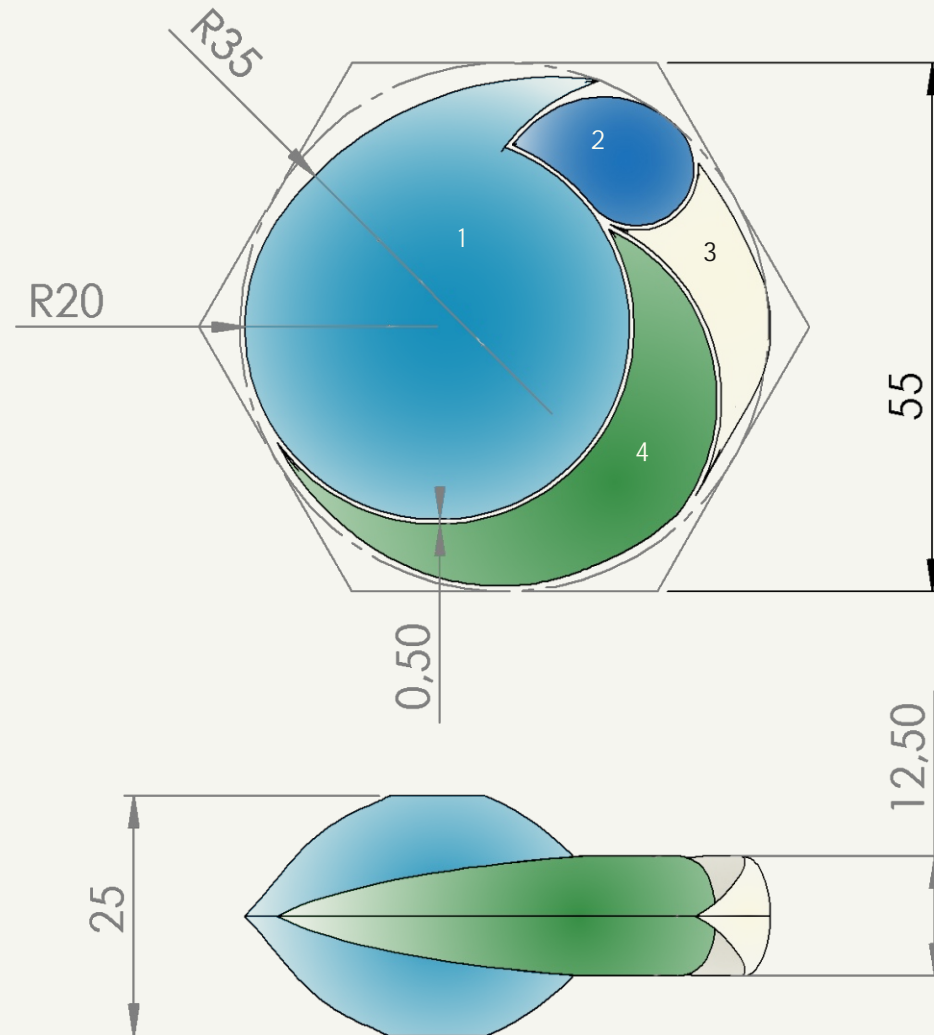
2D - EXTERNAL

The external dimensions of the hexagonal shaped film should be limited to it's minimum.
Since I don't have information on what the minimum is, this dimension is not given here. The image on the right has a limiting distance to the edge of about 1 to 1,5mm.

COMPARTMENT VOLUMES

~23 mL Total

- Compartment 1 = ~17mL
- Compartment 2 = ~1,2mL
- Compartment 3 = ~1,2mL
- Compartment 4 = ~3,6mL



POINTS OF INTEREST

SUMMER FEELING

While reading the customer feedback I realised that people really want something trendy.

So I took this opportunity to also link a summer feeling into the design. So, while editing the design I envisioned a tropical vacation at the back of my head, with of course nicely washed clothes.

If you look real close, you'll understand now why the design looks the way it does. ;)

I'm aware that this design is quite different from the previous version, but that's just because there was so much room for improvement. Besides, for some reason it was a lot more fun making these designs. (This one and the one with the ball in the middle).

I also experimented with the transparency/clearness of the fluids. What I found was that it doesn't really matter for aesthetics, but clear fluids like most sachets use, look more realistic and detergent-like. However, in this design I made the compartments opaque so that the shape and colours are better defined.

PRODUCTION TECHNIQUE

Side by Side

