



**PLANETBOX!**  
LUNCH TRANSPORTATION FOR  
THE GREEN GENERATION

# The Need

Today's parents want to pack healthy kid's lunches in a way that is good for their children *and* the environment.

Plastic baggies create trash, and lots of it. In fact, it's estimated that one student can generate as much as 90 pounds of garbage per year from their lunches alone! That garbage is contributing to more global warming gases, which threaten our children's future.

Add to that many parents are looking to avoid plastic altogether due to lingering questions concerning the safety of storing food in plastic.



Parents are turning to stainless steel as a safe alternative that has been used by other cultures for generations. During the course of developing the product, containers from China, India, Japan and Thailand were all tested.

Though many are ingenious, by and large they are designed for different eating customs and diets. One interesting nugget emerged during child interviews - many kids don't like their food to 'touch each other'. And multiple stainless steel containers are cumbersome and too heavy for kids to bring to school.

# Research & Concepts

*You Are Invited*



To gather product insights and test initial concepts, a series of lunches were hosted combined with jumpy houses and great snacks for the kids. Parents were encouraged to bring their kids' packed lunches for discussion.

Initial concepts focused on deep drawn stainless compartments with ample room for a variety of foods  
Subsequent prototypes split the volume difference between tray and lid to facilitate economical manufacturing.

Many of those interviewed harkened back to TV dinner trays with nostalgia and spoke with excitement about the small dessert section.



# The Eco-Hook!

In order to be sustainable, the lunch box must be durable enough to last for years, but flexible enough to stay fresh and grow with the child's changing interests.

The solution came in the form of magnets that can be attached to the lid of the lunch box. Children can pick their favorite styles - and in so doing personalize their own box.



Extensive international sourcing was completed to find non-PVC magnets that would last - even through the occasional dishwasher run.

And the addition of a 'light weight' residual sale helps the company to be sustainable too!



# Market Validation



"I like how the different compartments remind me to pack a well-balanced lunch - I can tell right away if I've forgotten to pack a vegetable or another food group. Also, I like to see all the food at once and make sure it's colorful and healthy."  
- Father of Three

"Instead of fiddling with individual containers, my daughter spends her precious 10 minutes of lunch time actually eating her whole lunch."  
- Mother of One

"PlanetBox makes healthy food look cool!" - Mother of Two

The product launched at the beginning of Summer 2009. In the first three months it sold out - before school even started.

In the first six months of online sales, 1000's of units were shipped with no paid advertising.



# Final Article & Details



Stamped logo carries through in a materially authentic manner.



Wire form latch holds closed in a jostled backpack and is easy for kids as young as 3 to operate.



Entirely 300 and 400 Series Stainless Steel construction assures durability, recyclability, easy cleaning and food safety.