



DESCRIPTION OF THE CHALLENGE

CHALLENGE

12.2 - Robust, efficient, sustainable and good-looking packaging.

SUMMARY

We are looking for a solution company for...

- To develop a reliable, resistant and sustainable packaging to face the transportation process, ensuring the integrity of the products (building materials, furniture, etc.) transported internationally, and where the brand can have a prominent presence.

HOW COULD WE

Get a solution...

- Create a more resistant packaging,
 - Through improved cardboard, or other material, capable of having a conformability that adapts to any type of product format and morphology,
 - Sustainable but non-returnable.

REQUIREMENTS

The company must...

- Avoid materials where brand visibility is unfeasible.
- Comply with current international eco-sustainability, ergonomics, safety and sanitary standards for packaging materials.
- Ensure that the packaging material does not contaminate or have any type of transfer or adherence to the transported product.
- Comply with the restrictions of international parcel shipments, both air, sea and land.

TYPE OF CHALLENGE

P M T C S O

Product – Market – **Technology** – Channel – **Society** – Others