

CONFIDENTIAL



LUNCHBOX

GENERAL

Most adults working in offices are a part of some kind of lunch arrangement. This includes apart from a variety of food a proper place where the meal can be consumed with a certain amount of dignity.

A lunchbox designed for adults should ideally bring you as close to this as possible even when you bring your lunch with you from home.

In the following 3 different proposals are presented:

1. Melamine plate – give dignity back to the lunchbox
2. Lunch book – a fast way to set the table
3. The fruit box – no excuse for not eating fruit with your lunch

MELAMINE PLATE

The Melamine Plate is the closest you come to a porcelain plate for a lunchbox.

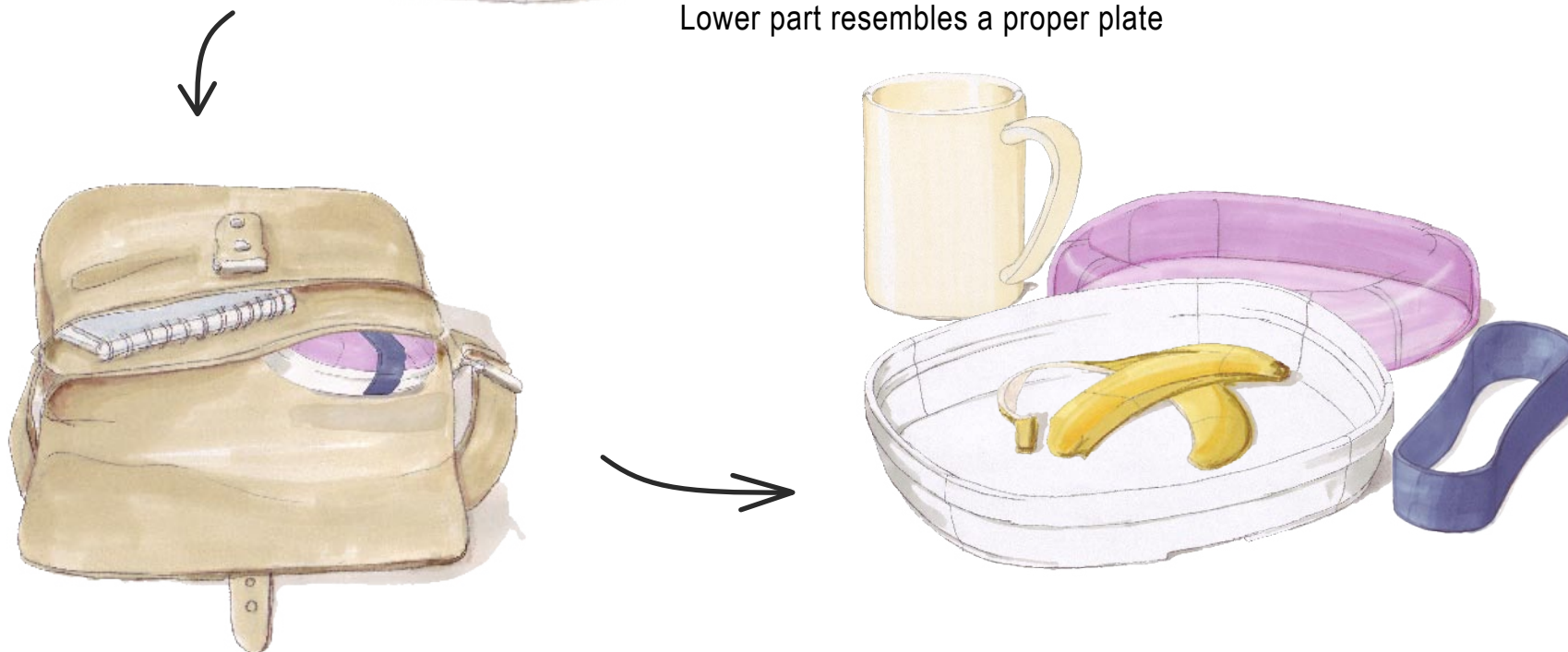
The high gloss melamine material used in the lower part gives it a high quality feeling and shines with the polycarbonate cover in bright translucent colours.

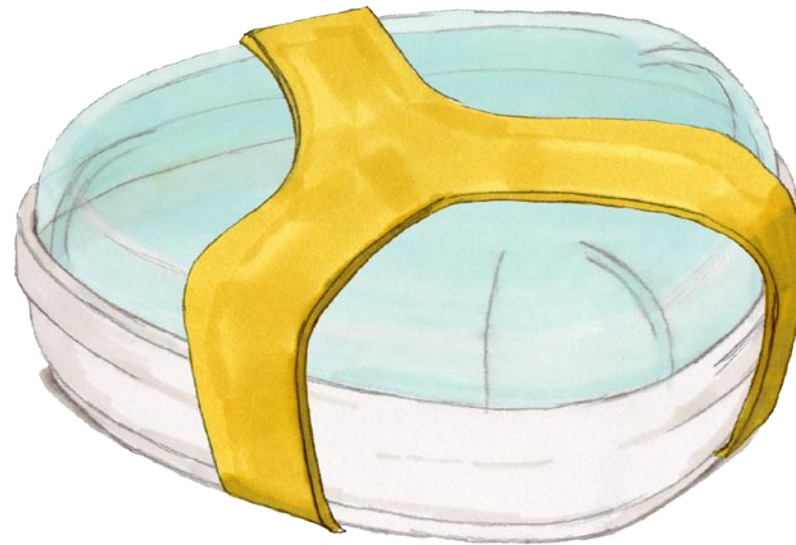
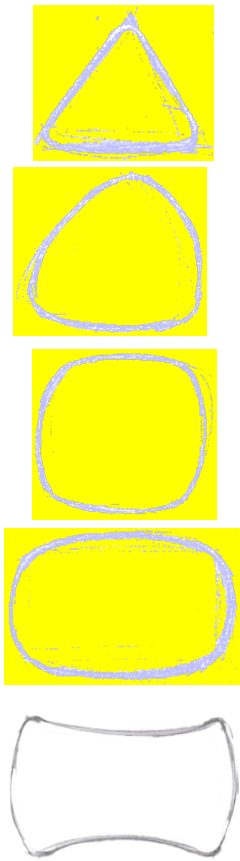
A simple wide elastic band holds the two parts together when transported. If a more tight fit is needed the polycarbonate cover can be supplied with a soft material gasket made in a two component moulding technique.

HOW TO USE



Lower part resembles a proper plate







LUNCH BOOK

People who use lunchboxes are often eating in cars and other awkward places. The lunch box should therefore be designed to work according to this fact.

The Lunch Book is the fastest way you can set a table on your way to the next business meeting.

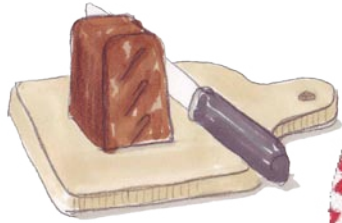
It provides you with a plate, a tablemat and a drink holder that assure the drink is not spilled on the carseat or if outside tipped over by the wind. You can even carry your cutlery in the placemat when folded.

The soft tablemat can be decorated with trendy patterns by printing or foil inmolding techniques.

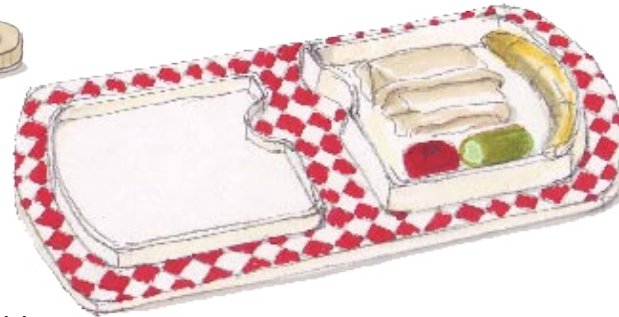
When closed the soft material of the tablemat serves as a gasket – undercuts on the box and the plate forces the box against the tablemat around the plate to optimize a tight closure.

The Lunch Book is moulded in a 2 component moulding technique.

HOW TO USE



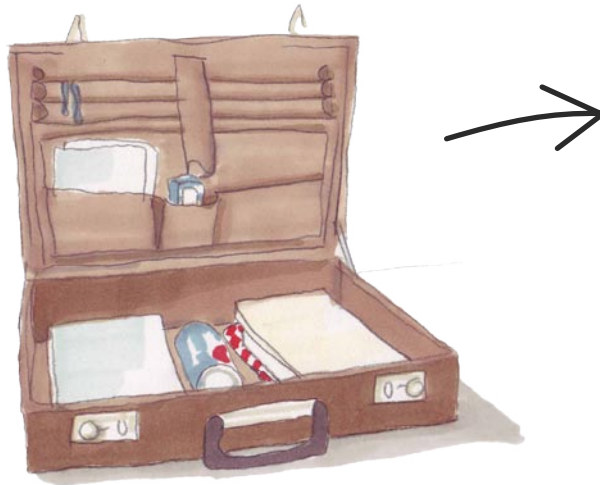
Place your lunch into
the tall end of lunchbox



Cutlery fits in between the two
containers



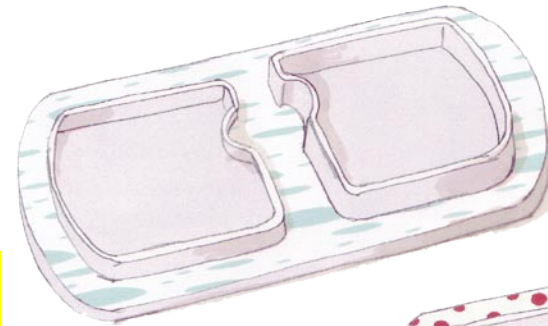
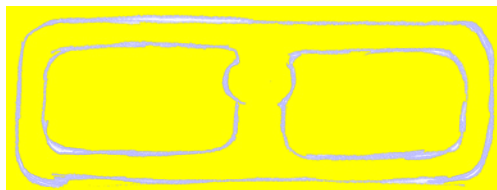
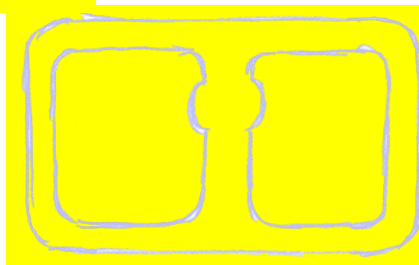
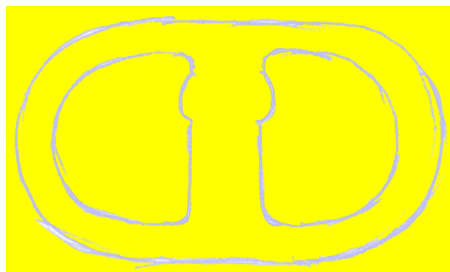
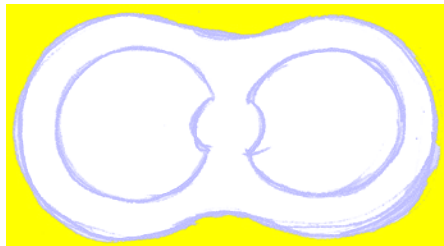
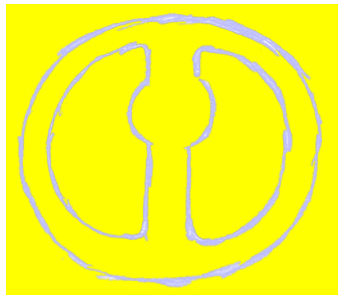
Close Lunchbox like a book and
place in your briefcase



Open lunchbox provides you with placemat, plate and drinkholder



DIFFERENT SHAPES AND DECORATIONS





THE FRUIT BOX

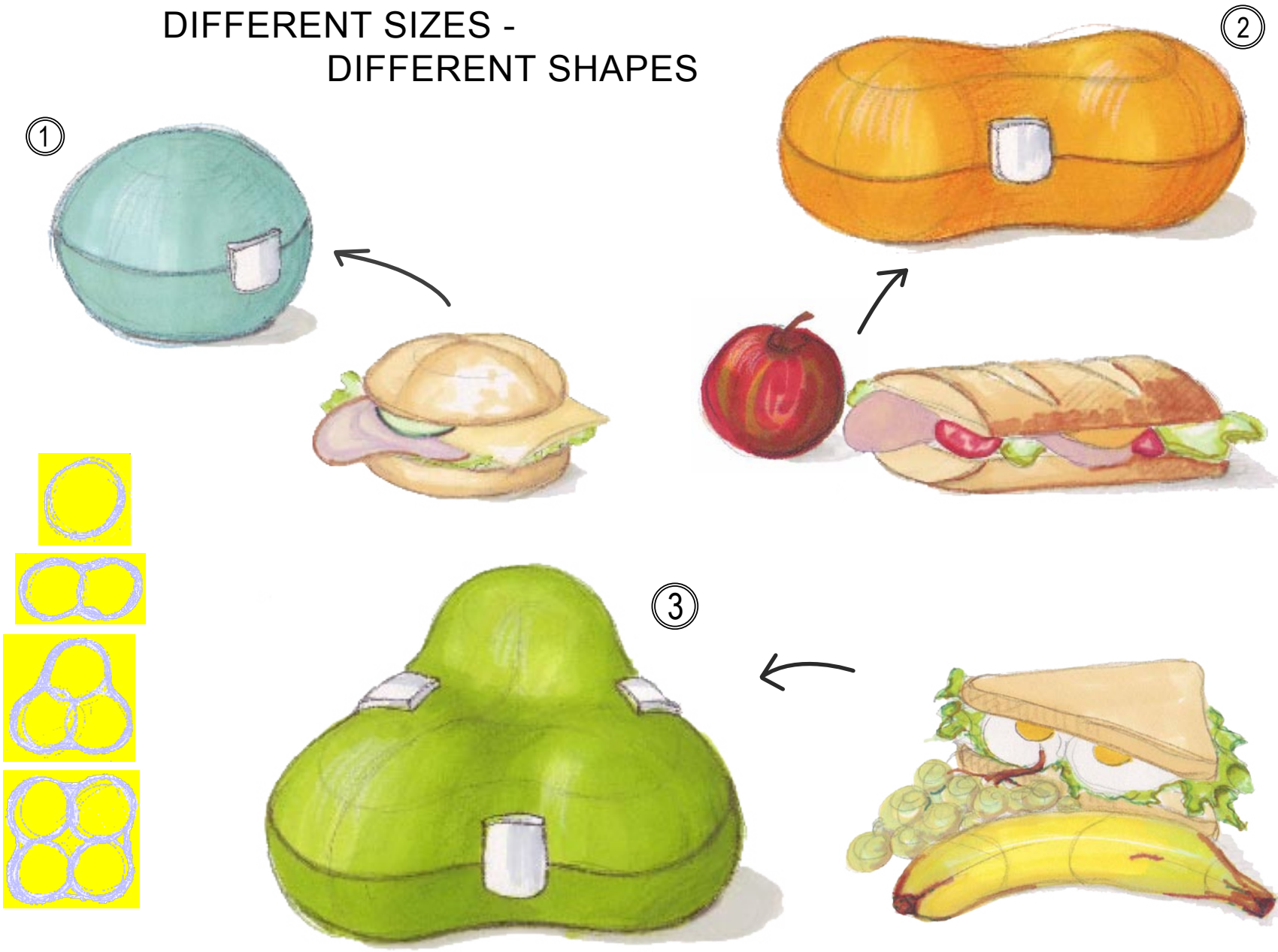
We all know the importance of eating fruit, but also how difficult it can be to fit an apple or a banana into your lunchbox.

The fruitbox with its feminine shapes are the answer to this issue as the soft shapes are designed to correspond to the soft shapes of all fruits.

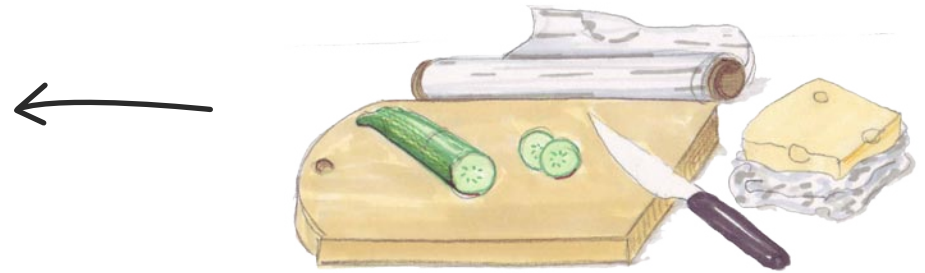
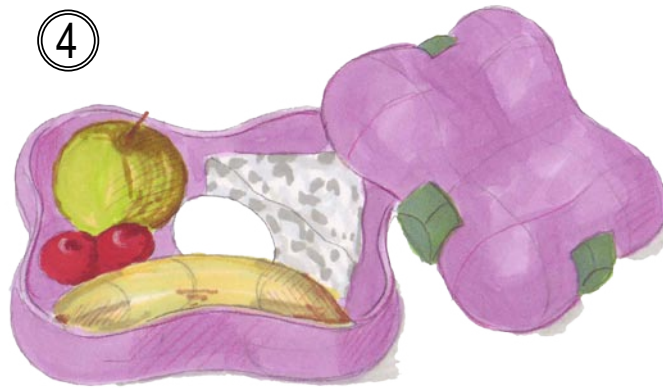
No more boring 4 different sizes of the same shape! In this design all shapes have personality by itself but undoubtedly belonging to the same range of containers.

When provided with a gasket and equipped with clips the fruitbox is 100% closed - "clip and close" the toughest competitor to all lunchboxes on the market.

DIFFERENT SIZES - DIFFERENT SHAPES



HOW TO USE



Perfect fit for different types of fruit
- such as apples and bananas



