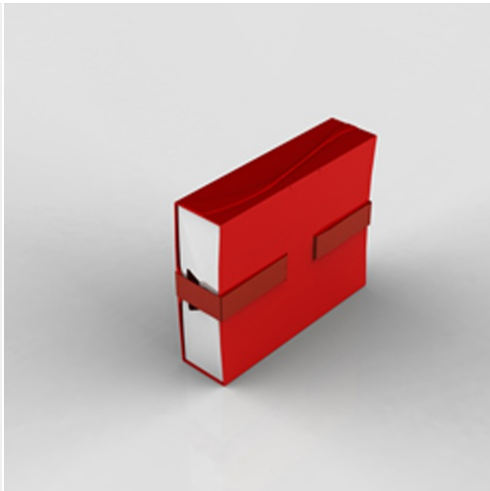
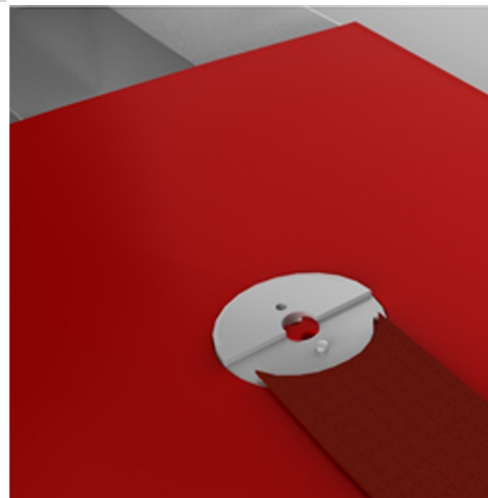


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The Coke Case



Solution

The coke case is a fun and easy way to enjoy coca-cola.

It is made of recycled PET coke bottles. A few other materials were considered but plastic lasts life-long and considering cost, weight, versatility and manufacturing processes, this was the best option. The case has a rough texture, so that the rough handling due to transportation is less visible even as the years pass. The self-lubricating property of PET also works as an advantage to this design.

It is easy to carry, like a briefcase. Seniors, young people, cyclists, singles and families can use this system according to their requirements because the design is versatile due to its size and form. The case can be mounted on a cycle with the provision of in-built belts and this is a great advantage for the large cycling population.

Five one litre bottles of coke can sit inside the crate snugly so there will be no movement inside while

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The Coke Case

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Creative's profile



Nitya
Product Designer

Creative's top 5 skills

Photography, Product Design, User Experience