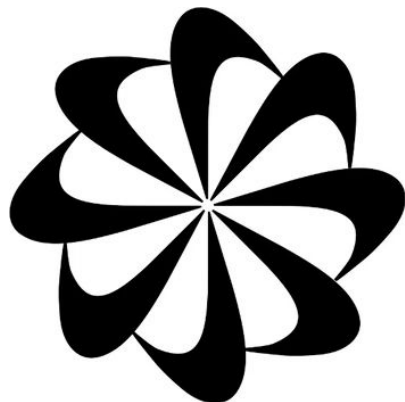


# THE REUSABLE BAG

THE REUSABLE BAG

Repurposing existing material to Create reusable, fashionable bags

שוקר



Students: Tal Witman, On Vidal, Dorin Sasson

Lecturers: Emma Margarita Erenst, Shenkar; Hila Rosenbluth, Nike

# The Challenge

THE REUSABLE BAG

How might we create reusable, zero waste or multipurpose packages?

# The Problem

- Unused Material
- Pollution
- Waste of Materials

THE REUSABLE BAG



# Our Solution

THE REUSABLE BAG



New use



Universal connection of  
the handles to the bag



Connecting a rope wire  
from a hard connector to  
a plastic bag

# Main challenge

THE REUSABLE BAG

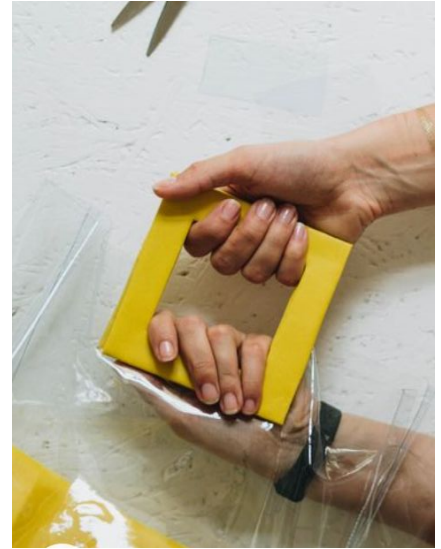
R&D and designing smart reuse solutions for Nike clothing packaging bags. Creating a smart product that both **upholds the brands sustainability values** and turns waste into a new usable product.

# User Environment



# Market Research

## THE REUSABLE BAG



# Existing Products

THE REUSABLE BAG





# Designers Plastic Bag

THE REUSABLE BAG



Raf Simons - Plastic Bag



Theopen\_product - Honest Bag



Celine - Plastic Bag

# Experiments and Prototypes

THE REUSABLE BAG













# Material options

THE REUSABLE BAG



Nike Grind



Flyleather

# Nike Grind Materials

THE REUSABLE BAG

Great design starts with the fundamentals.

High-performance Nike Grind materials provide a premium foundation to build upon.



RUBBER



PU FOAM



EVA FOAM



LEATHER



TEXTILES



THERMOPLASTICS



# Lyft & Nike Grind

THE REUSABLE BAG

The rubber mats of Lyft stations are **made with 25% Nike Grind rubber** from Nike's footwear remnants in the top layer and 100% recycled tires in the bottom layer.



# Nike Sustainability Colors

THE REUSABLE BAG



# Nike Sustainability Colors

THE REUSABLE BAG



Characteristics:

- speckled
- translucent

# Nike Sustainability Colors

THE REUSABLE BAG

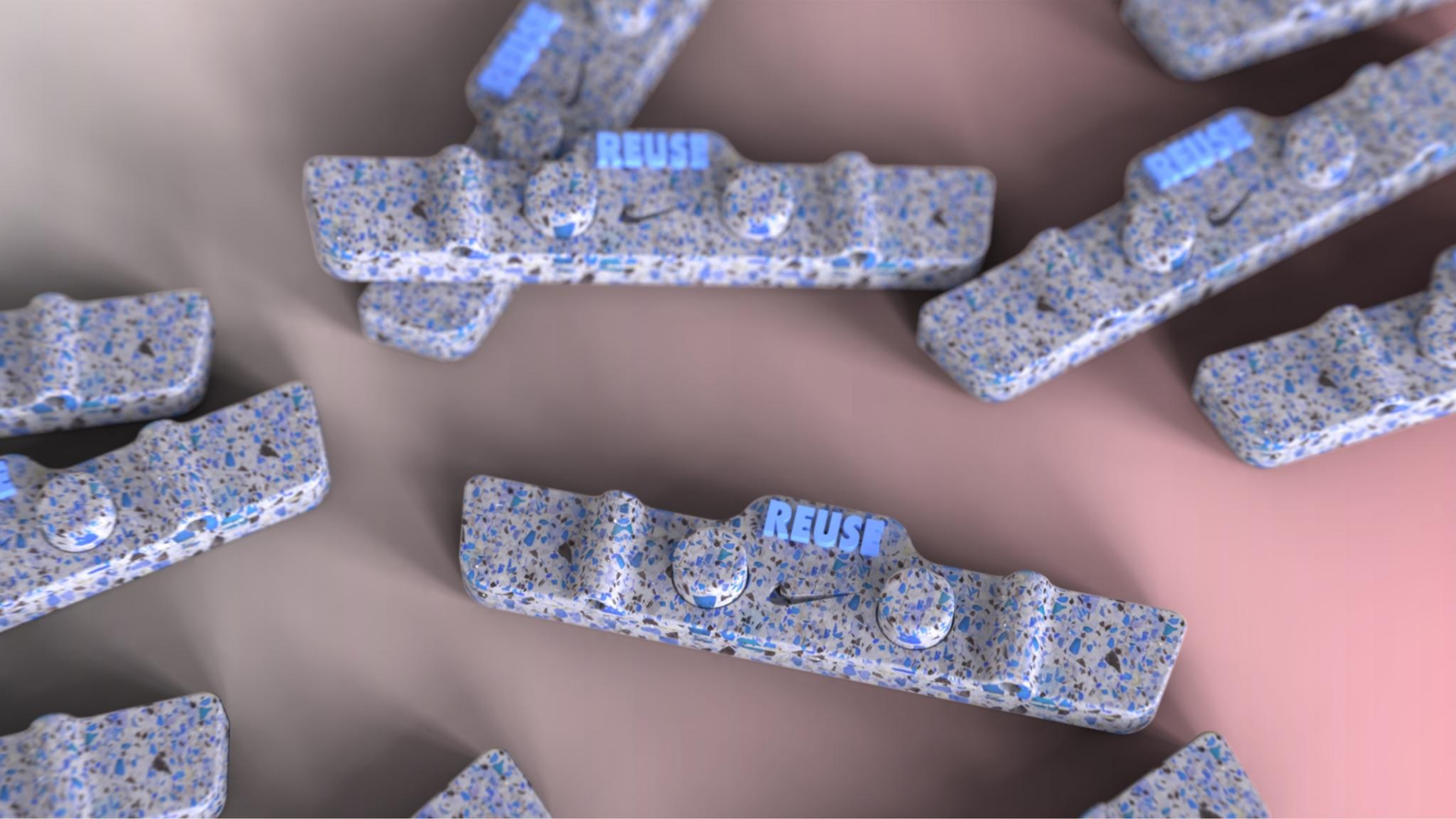
Neutrals



Accent color



# The Product

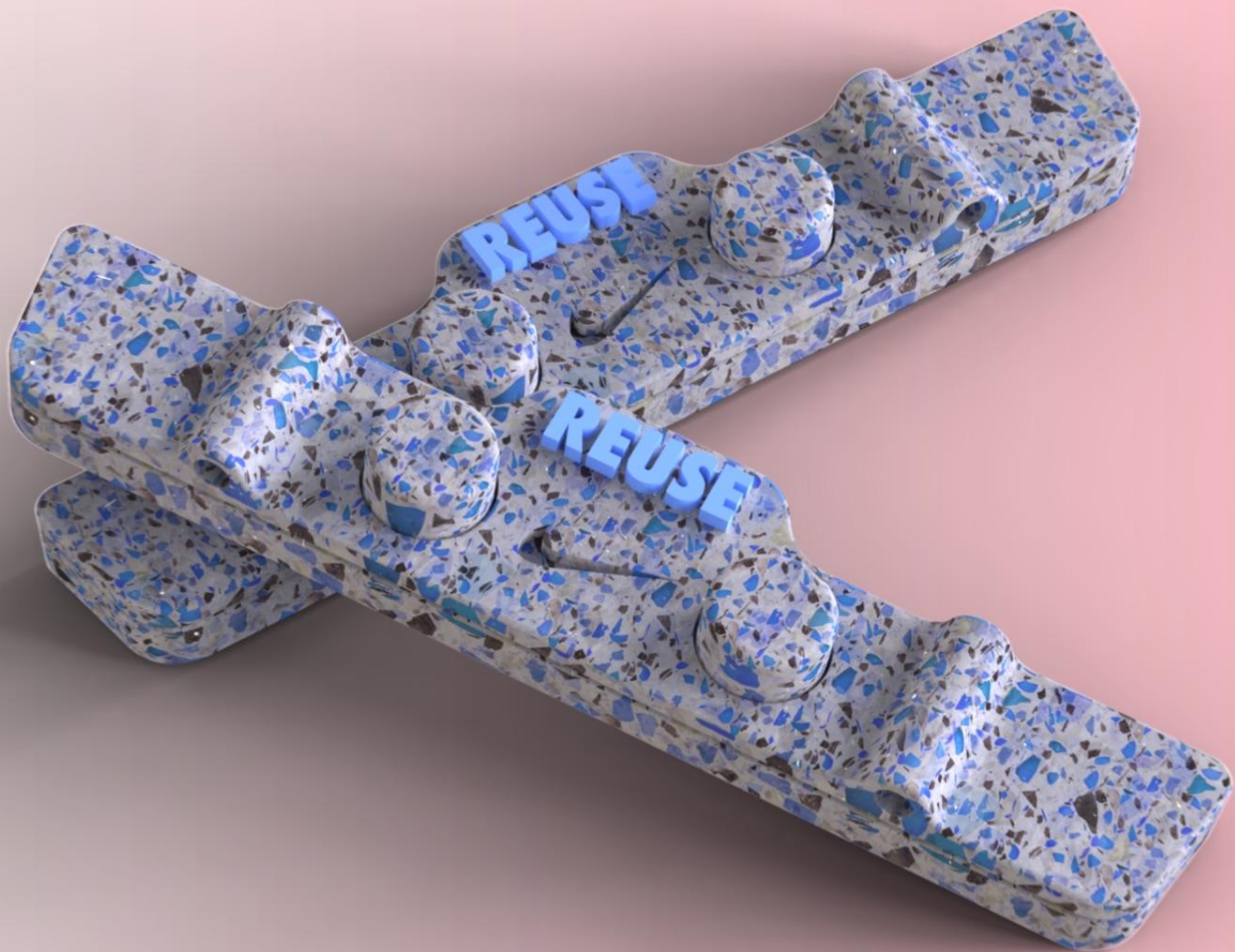


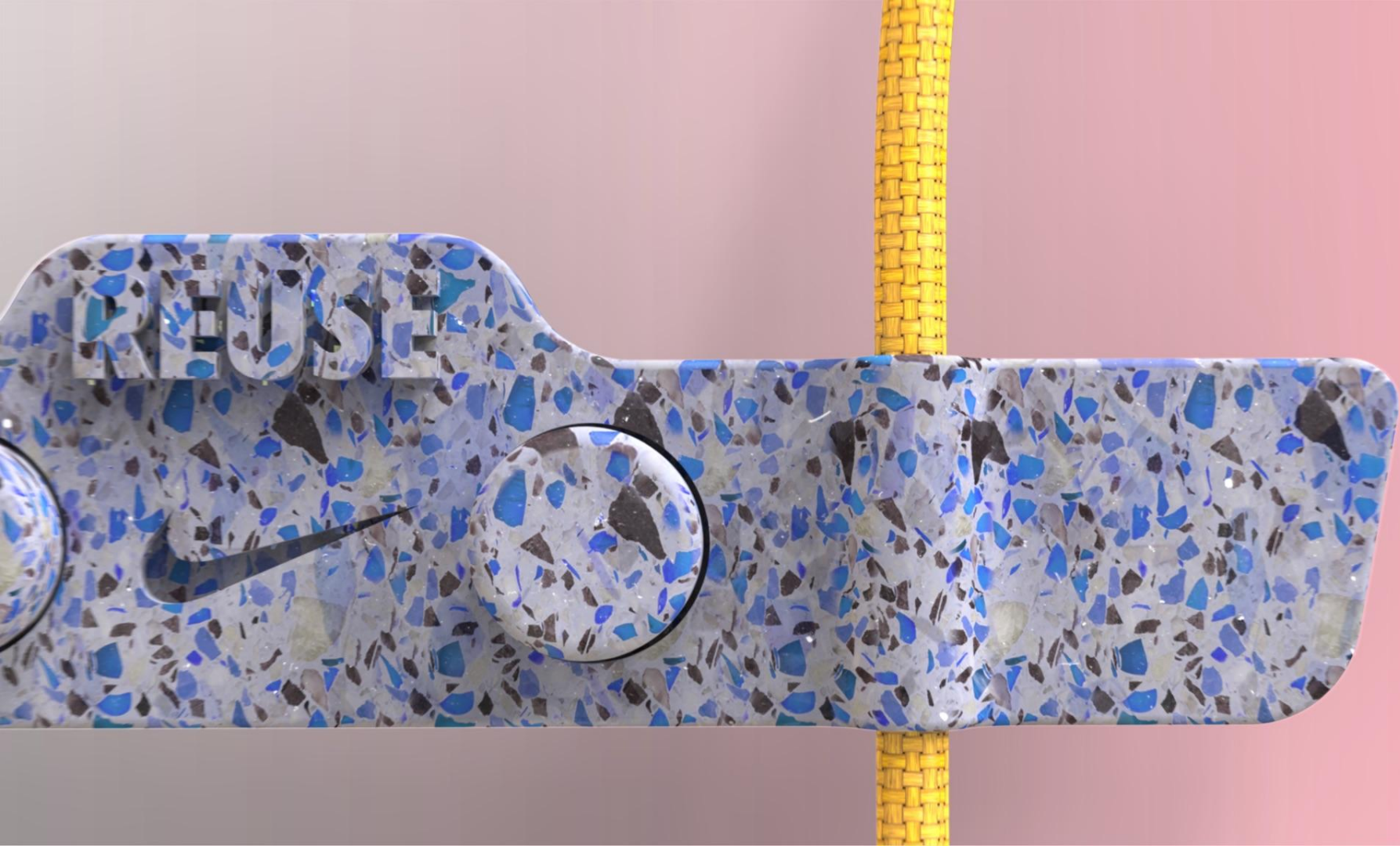














# Posters





# Posters



# Posters



# Posters





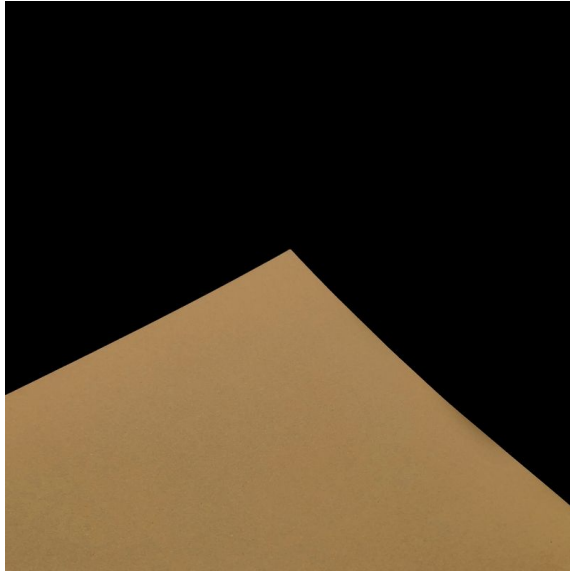
# Posters



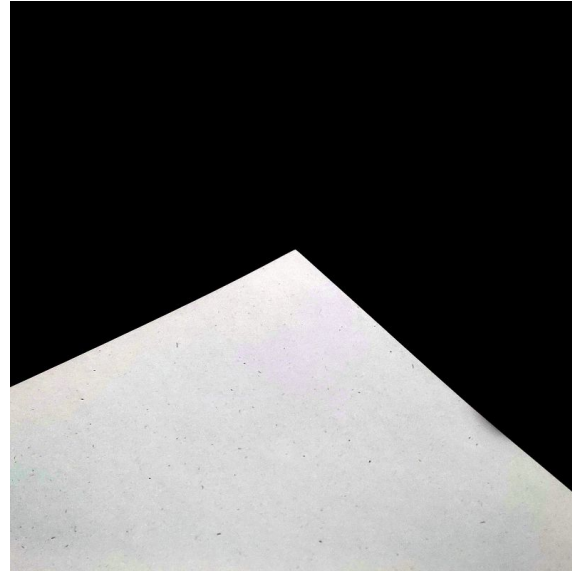


# Paper

THE REUSABLE BAG



Kraft 80 g



Kendo 120 g

# Printing Instruction

THE REUSABLE BAG

## Posters:

- 90-110g
- A3 folded to A5
- Black and White
- Double Sided

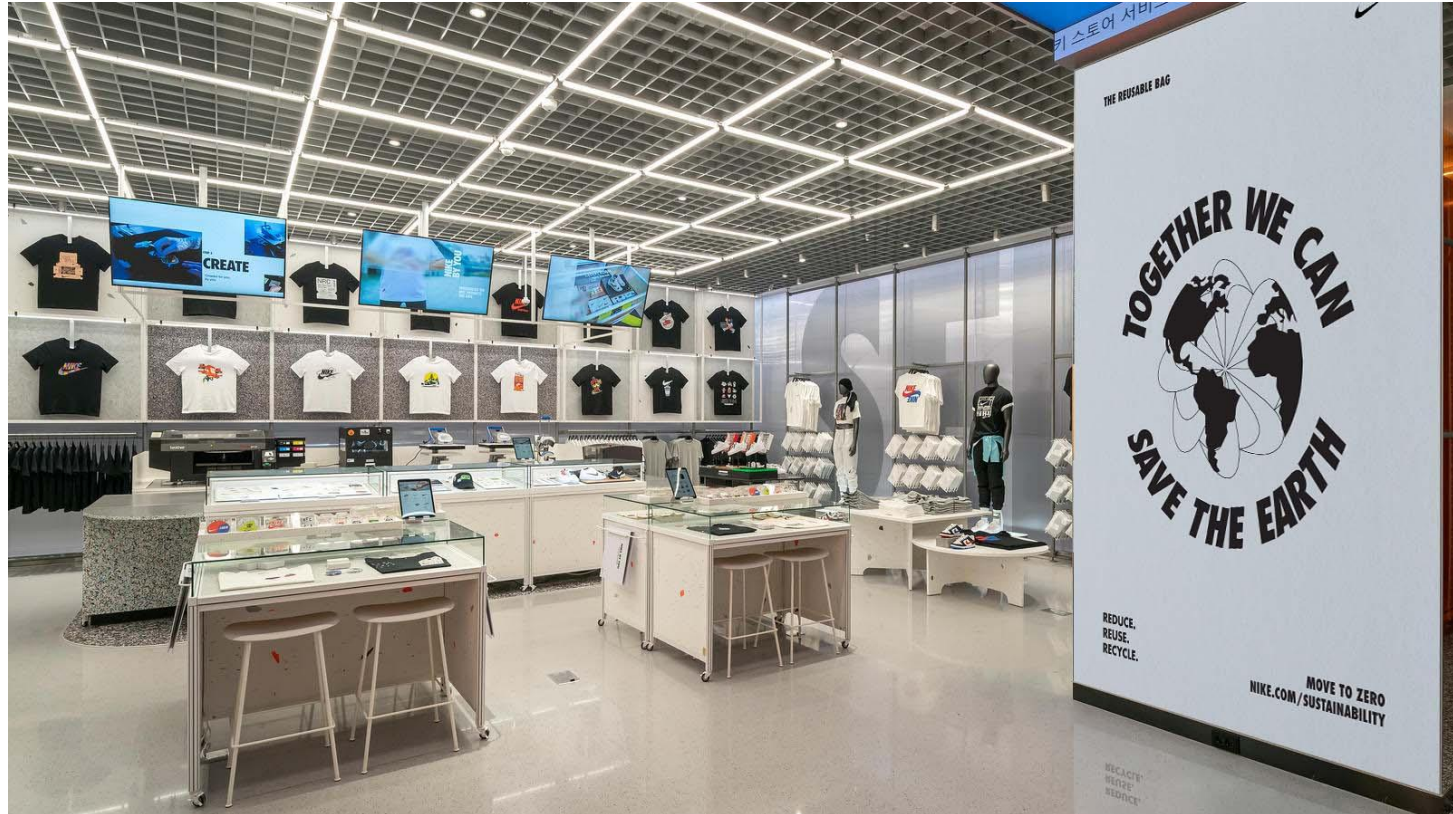
# Optional Placement

THE REUSABLE BAG



# Optional Placement

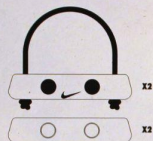
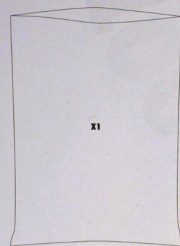
THE REUSABLE BAG



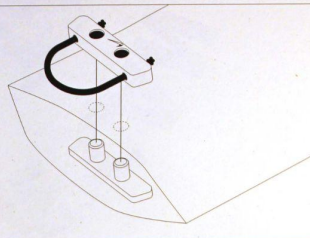


# Posters

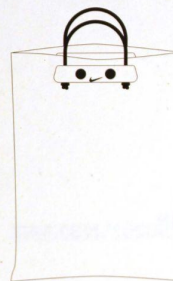
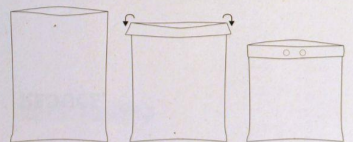
## HOW TO USE THE REUSABLE BAG



X2



YOU CAN CHANGE THE LENGTH  
OF THE BAG BY FOLDING IT



# Nike Grind



# Flyleather



# NIKE GRIND MATERIALS

Great design starts  
with the  
fundamentals.

High-performance  
Nike Grind materials  
provide a premium  
foundation to build  
upon.



**RUBBER**



**PU FOAM**



**EVA FOAM**



**LEATHER**



**TEXTILES**



**THERMOPLASTICS**



# Lyft & Nike Grind

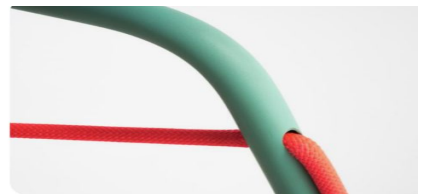
The rubber mats of Lyft stations are **made with 25% Nike Grind rubber** from Nike's footwear remnants in the top layer and 100% recycled tires in the bottom layer.





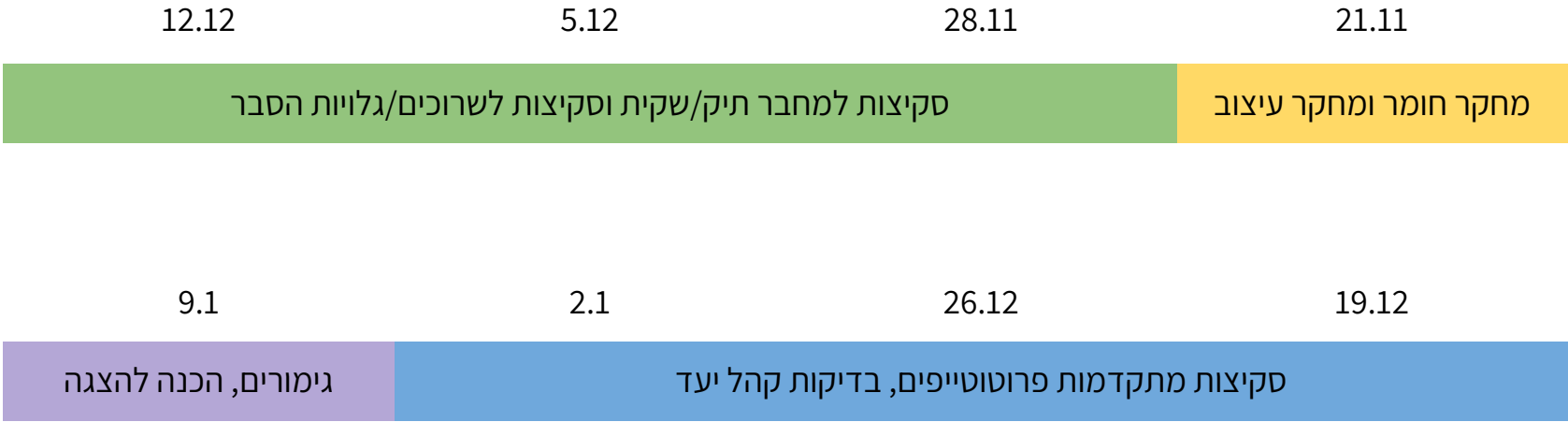
# Possible connection types





בשביל טל, לא למחוק בבקשה

# תכנית עבודה

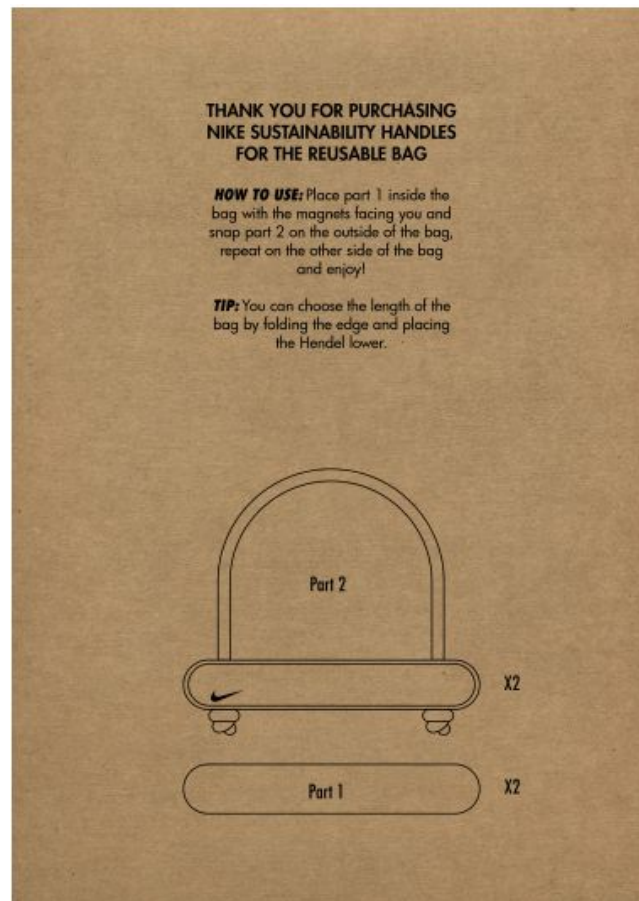


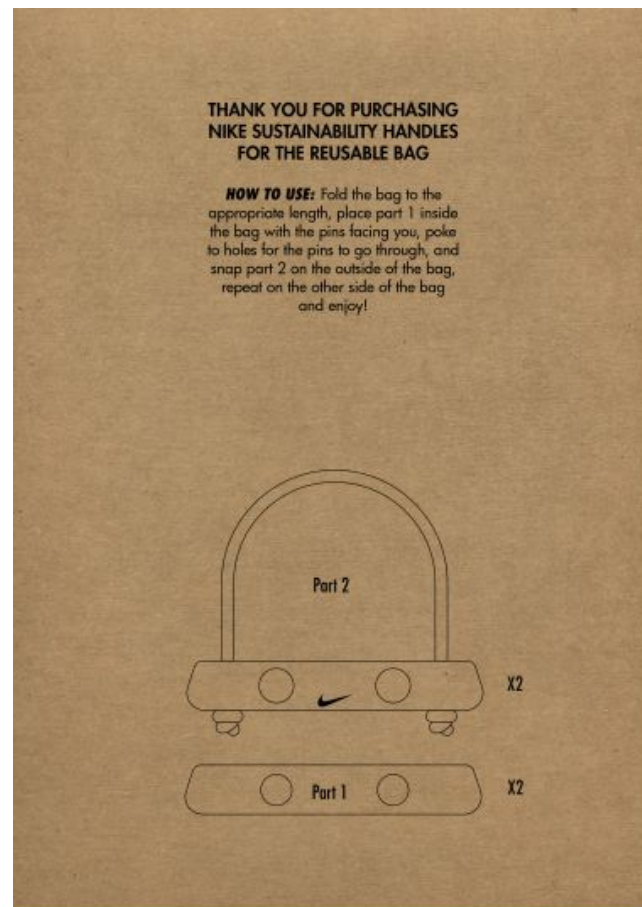
# משימות

טל	און	דורין
- תיעוד ומצגות	- סקיצות	- חקר שוק ומשתמש
- גרפיקה	- מידול ותלת ממד	- חקר חומרי וטכנולוגי
- מיתוג	- חקר חומרי וטכנולוגי	- חקר כללי
- חקר כללי	- חקר כללי	- קונספטים ופיתוח
- קונספטים ופיתוח	- קונספטים ופיתוח	



**אתלטים וצרכנים של נייקי, הצורכים את המוצר של נייקי באופן קבוע וחשוב להם במודע לעשות שימוש חוזר בפסולת המצטברת להם מקניות באונליין ובחנויות.**





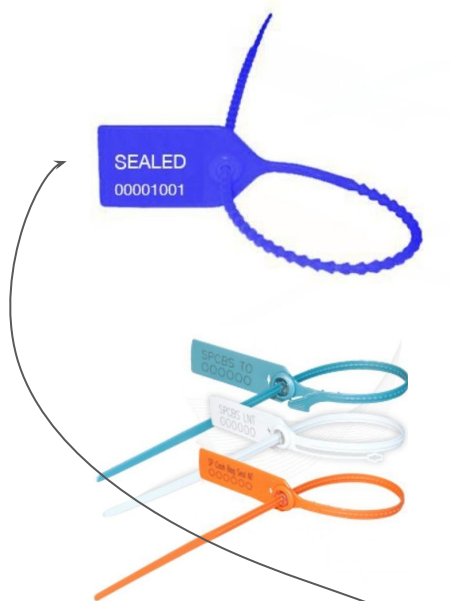
## שקופית התלבטות







## כיוונים אופציונליים לחידוש במוצרי מדף קיימים



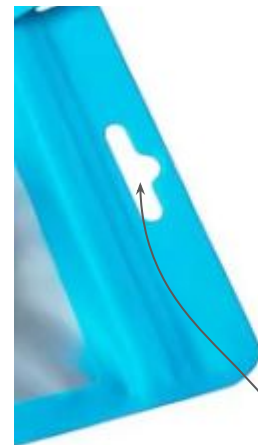
ידיות פתקית- שימוש בפרטי המוצר והקוד סריקה כחלק מהלוגו של התיק משאיר סימון מאיפה הפריט הגיע



שימוש חוזר ע"י הוספת פרטים משלמים (טקסטיל) לידית נשיאה



החלפת חומר הידית בחומר רך טקסטילי יכולה להיות הזדמנות מעניינת



פרט תלייה אייקוני של שקית- יכול להיות כיוון מעניין

# מחקר שוק

## פתרונות לשקית



# comPOSTubble Mailers

by The Better Packaging

**SUPER-STICKABLE\***  
our exclusive resin formulation ensures  
courler labels & seals stick securely

**\*EXCLUSIVE TO BETTER PACKAGING**

**DESIGNED FOR REUSE**  
clear cut line & a second seal (on large sizes)

**LARGEST RANGE OF SIZES\***  
to fit all needs & reduce wastage  
from having to use too large a bag

**PARTLY MADE FROM PLANTS**  
Smell a little like 'burnt biscuits'  
from the plant sugars they are made of

**QUALITY GUARANTEED\***  
all products undergo extensive QA checks.  
We'll replace or refund any faulty product

**THICK & TOUGH\***  
The only home compostable packaging  
certified to 80um thickness



**CERTIFIED HOME COMPOSTABLE**  
to biodegrade safely in a backyard  
compost within 180 days

**SUPPORTED BY A COLLECTION NETWORK\***  
of places where people can drop off their  
used packaging to make sure it's composted

**A CARBON NEUTRAL BCORP**  
on a mission to design out waste\*

## The Rag Bag

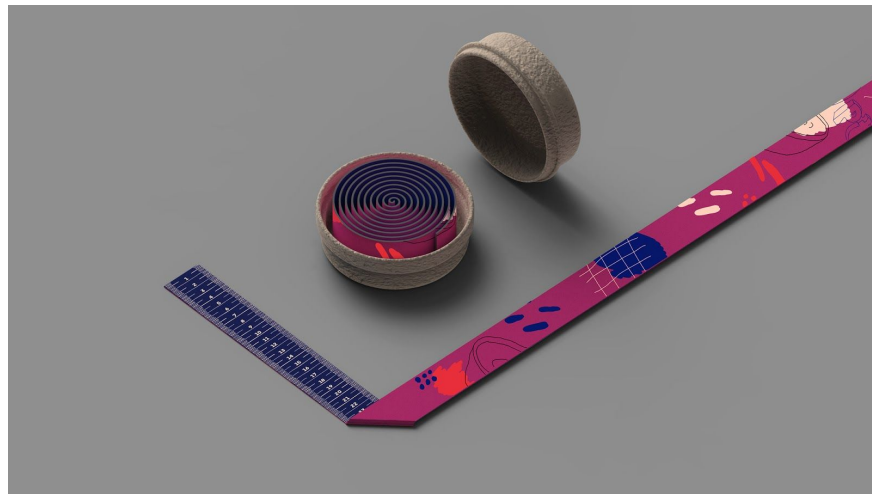
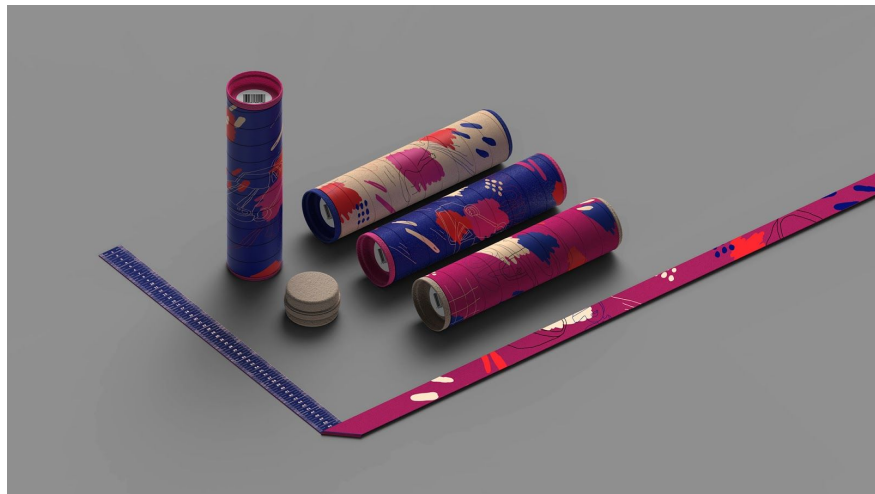
by NORD DDB for Uniforms for the Dedicated





**10 pt**

by Antonina Kozlova and Kanokpon Yokchoo



# Dual Purpose for a Higher Purpose

by Saatchi & Saatchi Croatia



# Designers Plastic Bag

THE REUSABLE BAG



Helmut Lang - Plastic Tote Bag



Off White - Plastic Bag



Gelareh Mizrahi -  
Thank You Bodega clear bag