

BREO WATCH BOX

BRIEF

A new watch box is needed to replace the current range of cardboard boxes for Breo. The watch must be visible through a window, gap or opening on the packaging. It must allow the watches to sit face forward when on display so that the customer can view them. It must comfortably fit any style of watch, with a one-box solution across all watch ranges preferred. The new box must be compatible with existing point of sale displays and must not compromise the number of units that the display can hold. Increasing the number of boxes that can be stocked on display units would be an advantage.

The new watch packaging must increase the desirability of the product inside with a view to increasing overall pricing. The design and the materials chosen are important considerations, as it must reflect the design language of the Breo brand. The box must comfortably include the product instructions and must be suitable for sale online, on the high street and for travel retail (Onboard and In-flight). The preferred material for the watch box is plastic.



LARGE BOX
80mm X 80mm X 50mm



SMALL BOX
80mm X 80mm X 30mm

CURRENT WATCH BOXES

There are 2 sizes of watch boxes in the current Breo range. The boxes are made from cardboard and have a printed image and the embossed shape of the watch on the front and rear. For each new product a new box needs to be produced for each colour. A new universal box will remove the need for multiple boxes with all watch models using the same box.



1



PRODUCT TO BE VIEWABLE INSIDE

2

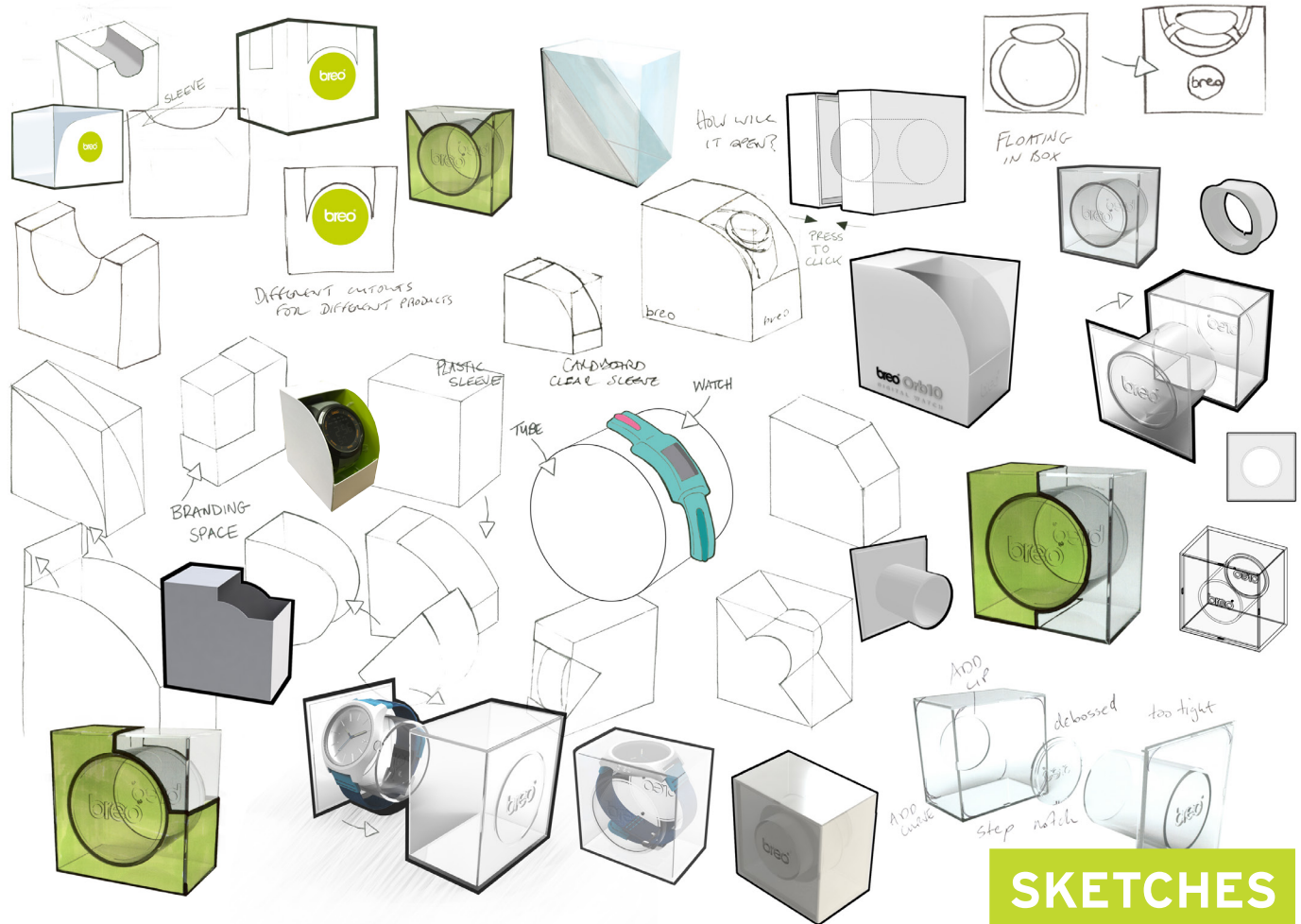


BOX TO FIT EXISTING POINT OF SALE (FSDU PRODUCT TRAY)

3



ONE SIZE FITS ALL PREFERRED

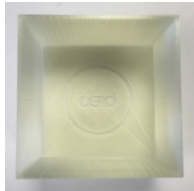


SKETCHES

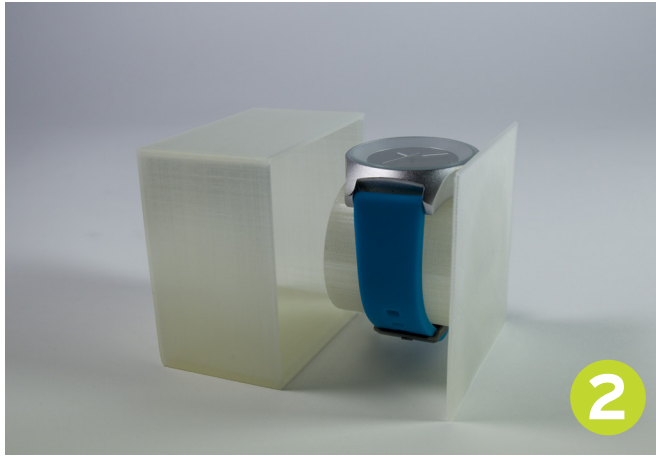
BREO WATCH BOX



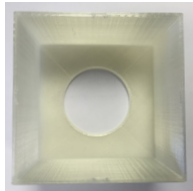
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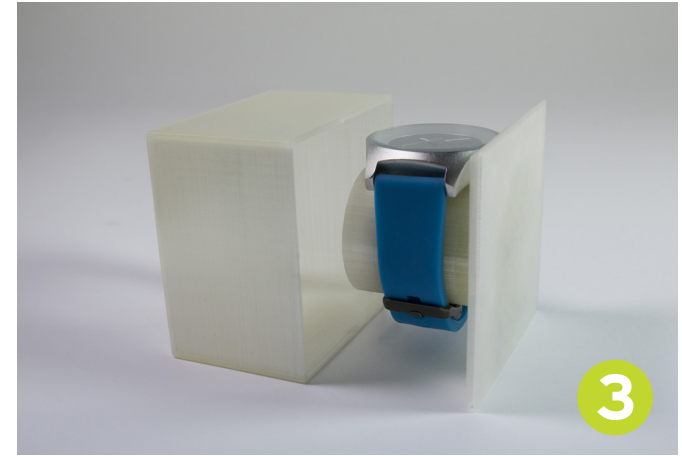
This quick prototype showed how the concept could work. However the box lid does not stay on and the diameter of the tube is too big. Larger watches don't fit comfortably inside and they sit far too close to the top of the box. This size will need to be reduced in further versions. A way of keeping the lid on when the box is closed will need to be developed.



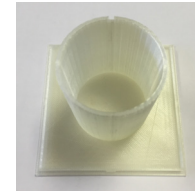
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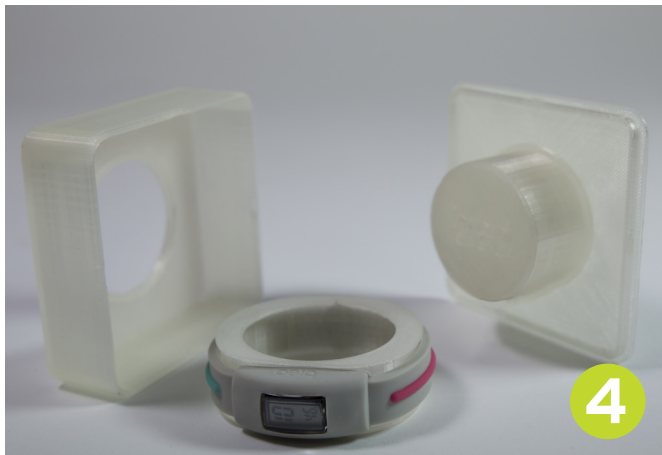
The size of tube has been decreased and the watch fits inside more comfortably. The addition of a lid to the watch tube allows for the empty space to be used for storage of instructions. The biggest change is the addition of a circular cutout in the box that allows the parts to slot together. The box can be opened by pressing the end of the tube.



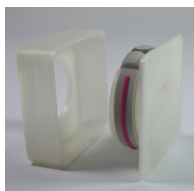
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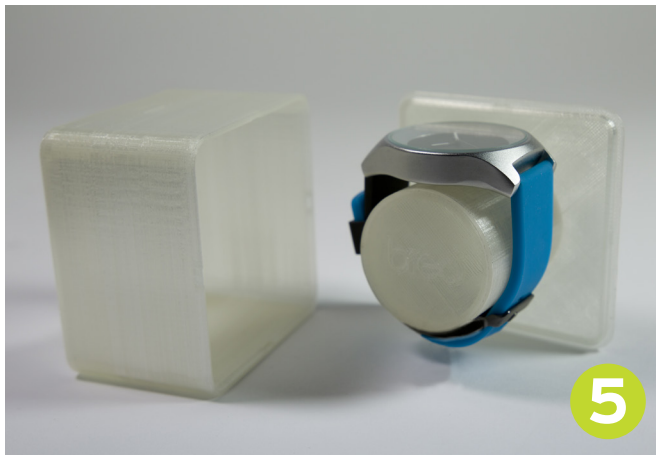
The addition of a small lip around the lid and 4 small tabs with corresponding grooves on the box allows the box to clip together. The size of the tabs will need to be refined to create a better fit as this was a little tight. The addition of a small notch in the tube lid aligns it with the watch so that the logo sits the correct way around.



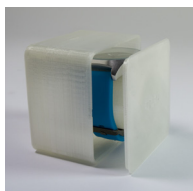
4



This half size option would be perfect for the small banded watches. The addition of a clip to hold the watch onto the tube works well. A small notch allows it to be aligned correctly and stops it spinning on the tube. The lid for the tube is still present allowing for instructions to be added. These could be made in a circular shape for an easy fit.



5



The revised design of the clips allows the box to fit together snugly. The amount of force needed to push the box open feels about right and the addition of a curve to the edges has given the box a much softer and less harsh feel. User testing has shown that it is not always apparent how the box should open, therefore some visual indicators are needed.

During discussions with the design team, the idea of a clear plastic box with an internal tube seemed to be the overall preferred option.

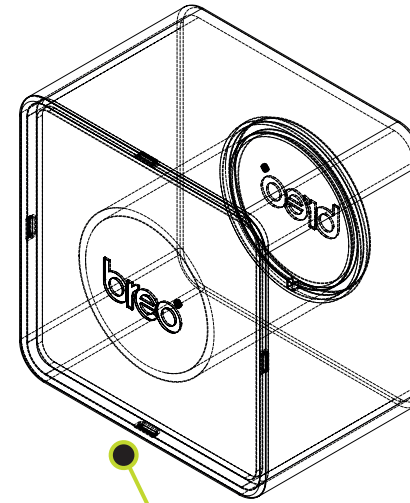
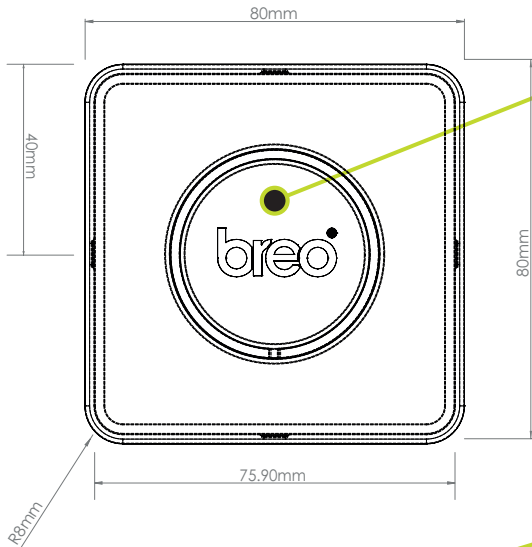
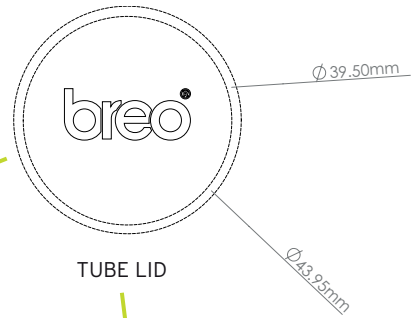
After some rough sketching and prototyping it was decided that a plastic prototype was needed to test the weight and feel of the design. Due to workshop restrictions and prototyping costs for handmade prototypes, it was decided that 3D CAD models and 3D printing was the best route to take. This method would provide the best accuracy for the prototypes.

There are a number of companies online who specialise in 3D Printing with 48-hour turnovers who could produce our designs. Designs could be printed, delivered and evaluated within a few days. Refinements could then be made for subsequent versions, until the team are happy with the design.

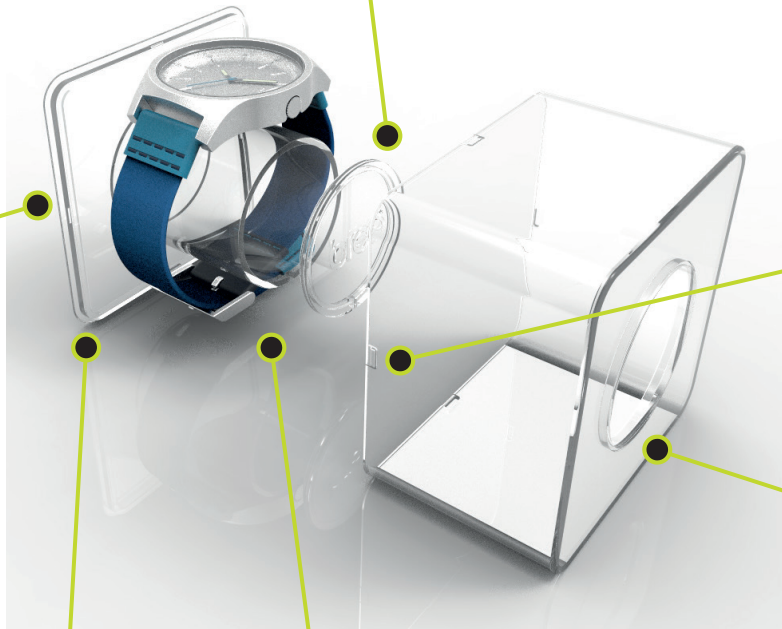
PROTOTYPING

BREO WATCH BOX

DEBOSSED LOGO ON
OUTSIDE 0.5mm DEEP
ROUGH TEXTURE



WATCH TIGHTENED ON TUBE



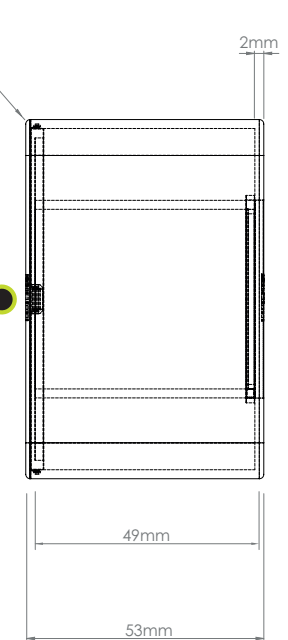
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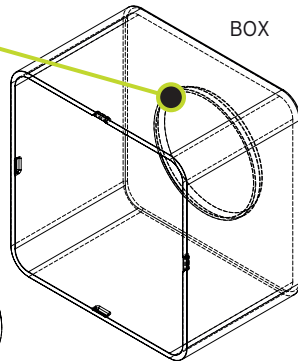
LIP ON LID

4 BOX TABS
+ GROOVES

LIP ON
BOX SLOT



LID TUBE SLOTS
INTO HOLE IN BOX



NOTCH ON TUBE
LID FITS INTO
TUBE GROOVE

LIP ON
TUBE LID

LIP ON LID



STYLE NAME: PLASTIC WATCH BOX - LARGE DESIGNER: GAVIN BIRMINGHAM

FABRIC: 2mm CLEAR PLASTIC COLOURWAY: CLEAR DATE: 04/05/15

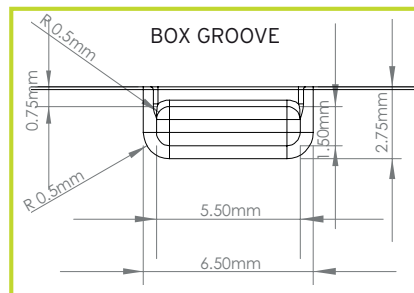
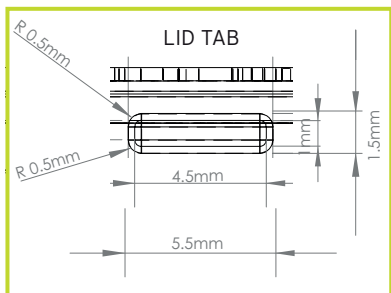
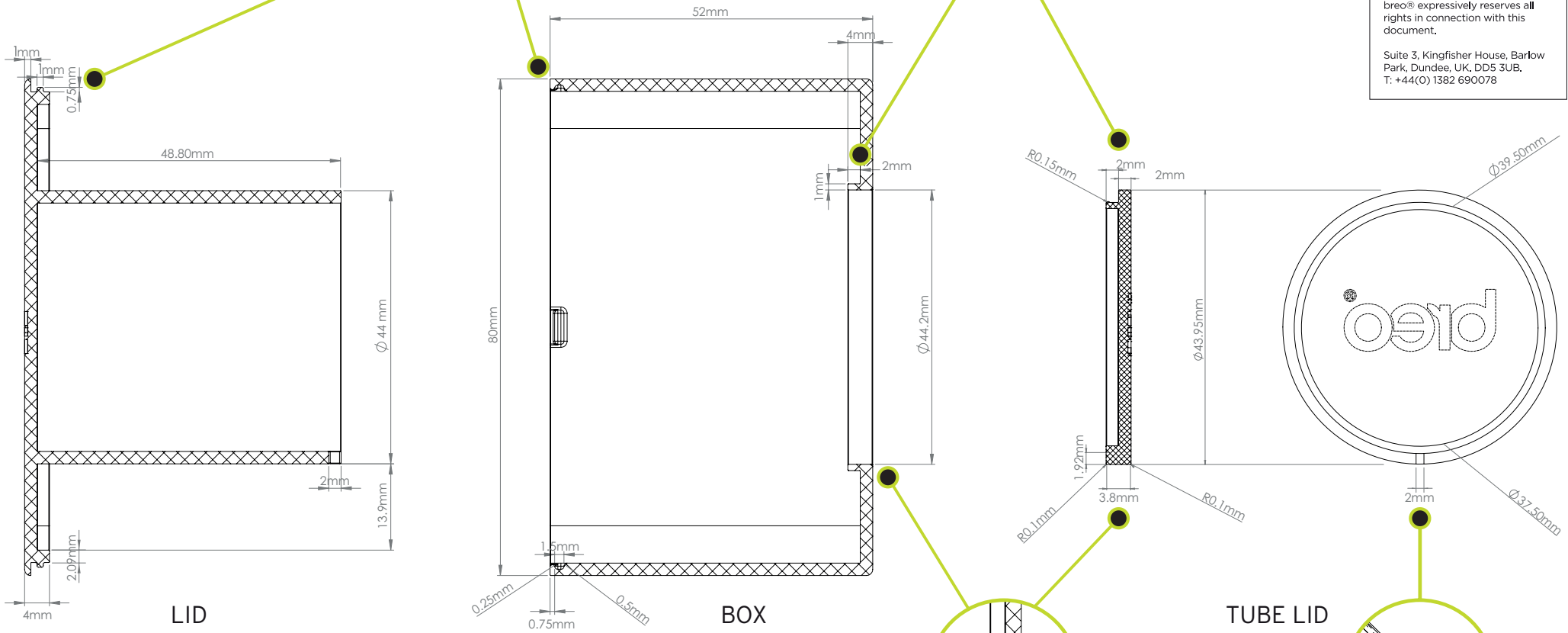
MEASUREMENTS IN MILLIMETRES - PLEASE USE SOLIDWORKS 3D CAD FILES FOR MAKING MOULDS **ISSUE 02**

BREO WATCH BOX

SECTION VIEW

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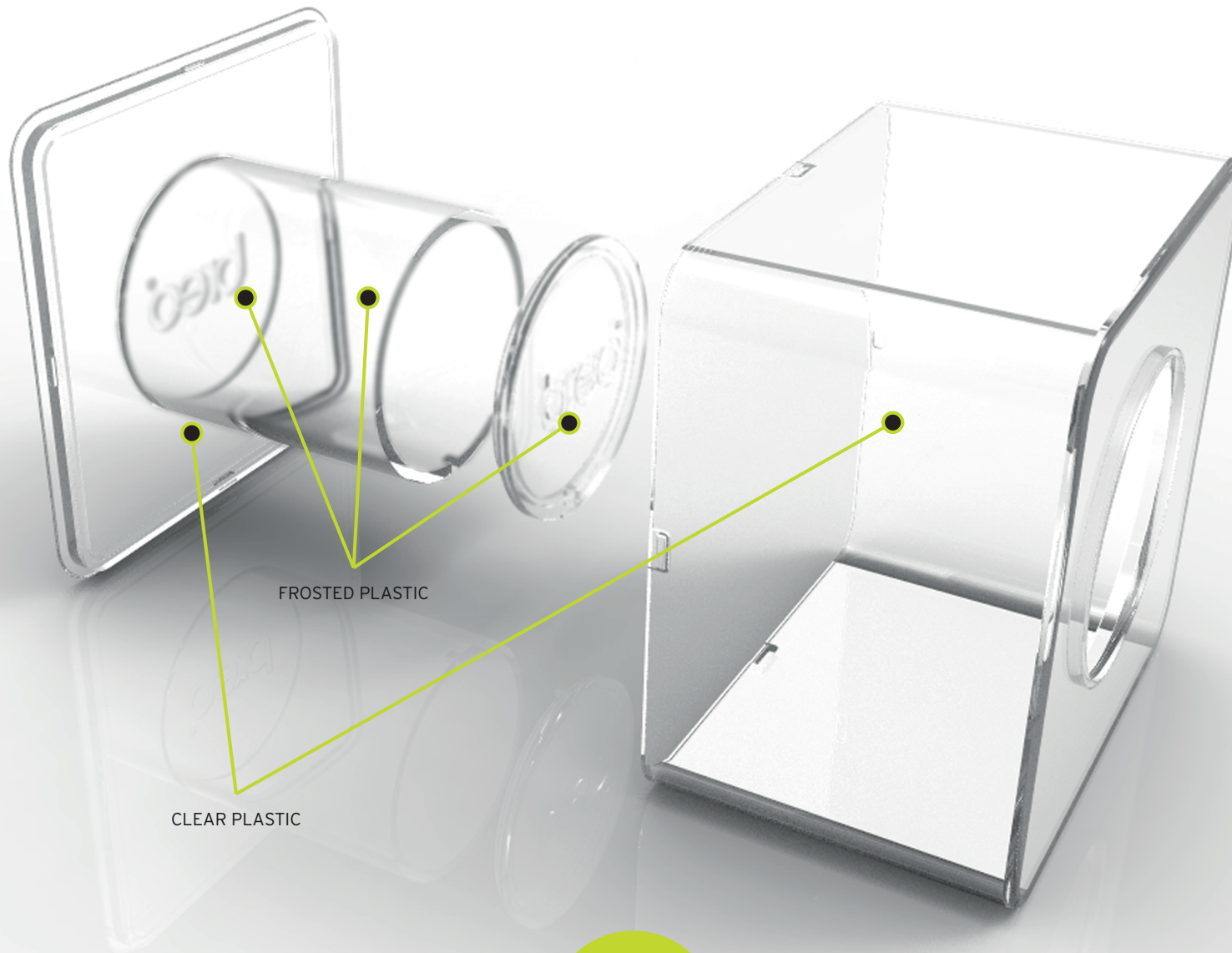
STYLE NAME: PLASTIC WATCH BOX - LARGE	DESIGNER: GAVIN BIRMINGHAM
FABRIC: 2mm CLEAR PLASTIC	COLOURWAY: CLEAR
DATE: 04/05/15	
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ISSUE 02	

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FROSTED PLASTIC

CLEAR PLASTIC



STYLE NAME: PLASTIC WATCH BOX - LARGE

DESIGNER: GAVIN BIRMINGHAM

FABRIC: 2mm CLEAR PLASTIC

COLOURWAY: CLEAR

DATE: 04/05/15

MEASUREMENTS IN MILLIMETRES - PLEASE USE SOLIDWORKS 3D CAD FILES FOR MAKING MOULDS **ISSUE 02**

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STYLE NAME: PLASTIC WATCH BOX - SMALL DESIGNER: GAVIN BIRMINGHAM

FABRIC: 2mm CLEAR PLASTIC COLOURWAY: CLEAR DATE: 04/05/15

MEASUREMENTS IN MILLIMETRES - PLEASE USE SOLIDWORKS 3D CAD FILES FOR MAKING MOULDS **ISSUE 02**