

grilled corn
take-out
packaging

jane boeve
making meaning
spring, 2011



- 1 history
- 2 the restaurants
- 3 the corn
- 4 the corn and packaging specifications
- 5 improvements needed
- 6 project timeline
- 7 inspiration
- 8 first sketches
- 9 form studies
- 10 form studies
- 11 pattern sheet
- 12 pattern explanation
- 13 pattern
- 14 graphic ideas
- 15 manufacturing process
- 16 msds information

table of contents



Sean Meenan is a born and bred New Yorker. To list every title Meenan has been associated with would look a little something like this: restaurateur, entrepreneur, environmental activist, artist, worldwide traveler, businessman, photographer, film producer, writer, former NY Metro Light Heavyweight boxing champion, [pause to breathe...] and Ray Ban model. Over the years Meenan has opened two NY Restaurants, Habana Outpost and Cafe Habana, both of which are environmentally conscious established committed to community building. There is also a Cafe Habana in Malibu.



Located in Brooklyn, Habana Outpost is NYC's first eco-eatery, a restaurant that uses earth-friendly practices in its design, construction, and day-to-day operations. Habana Outpost aims to reduce wasteful consumption and promote sustainable solutions.



Café Habana in Manhattan is an environmentally conscious, cozy Nolita restaurant serving up Mexican/Cuban cuisine.

NY restaurants



packaging specifications

- take out boxes for individual ears
- lined paper, preferably recycled
- stackable when closed
- opening on end for skewer
- easy closure for chef
- minimal waste
- include name or logo

corn

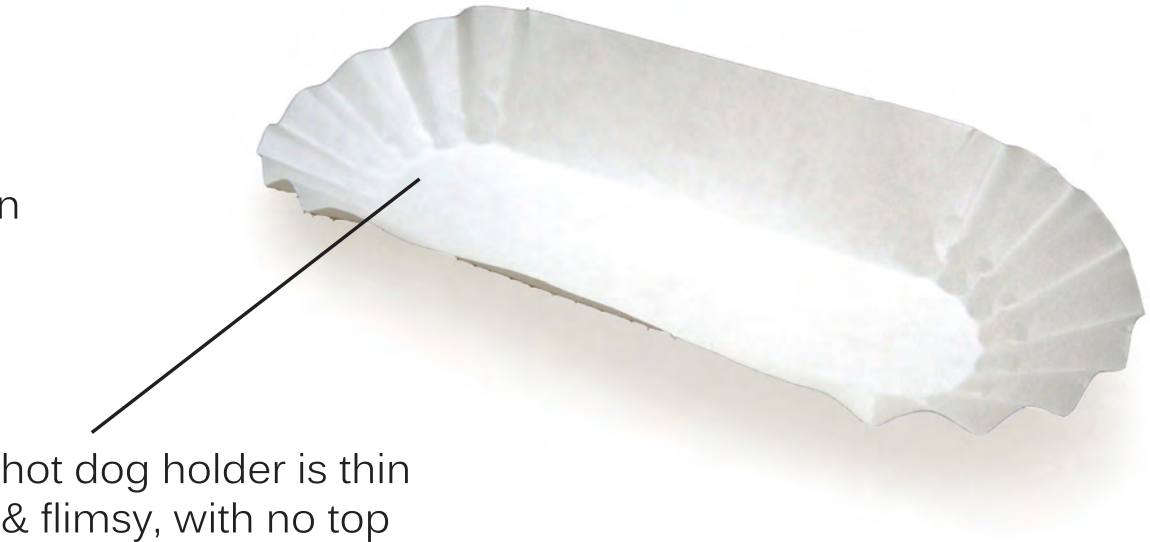
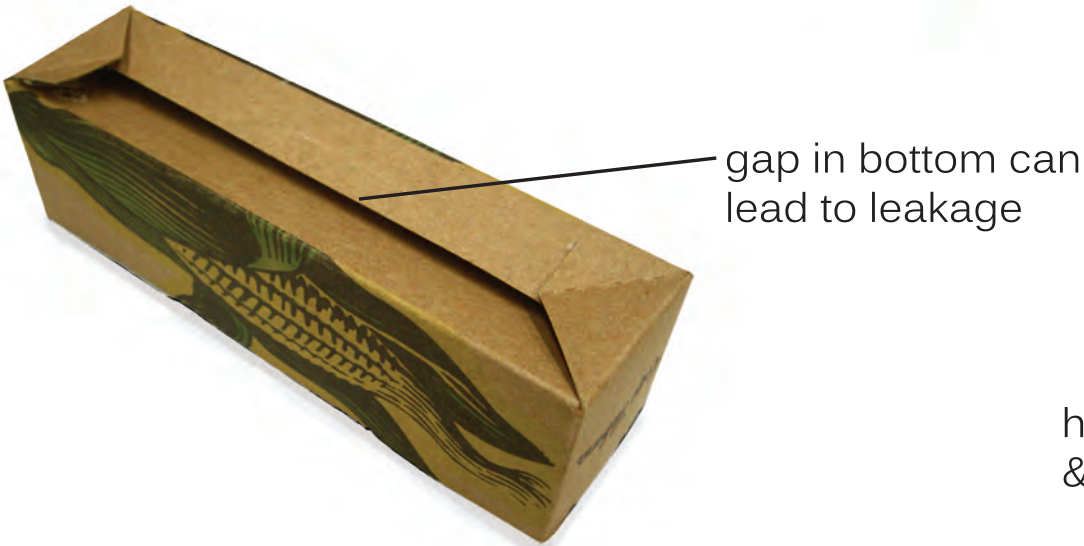
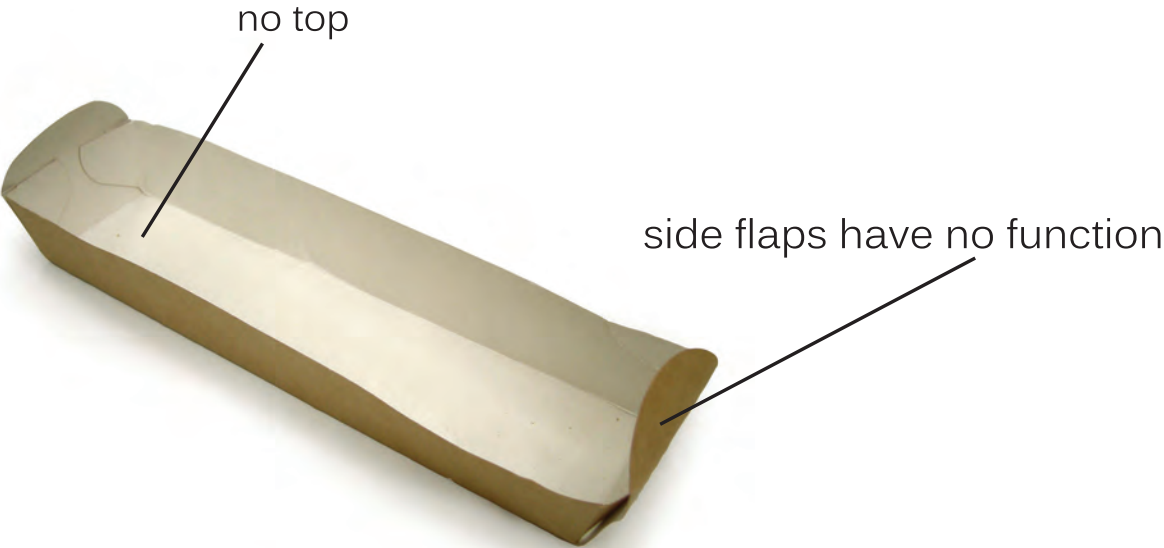
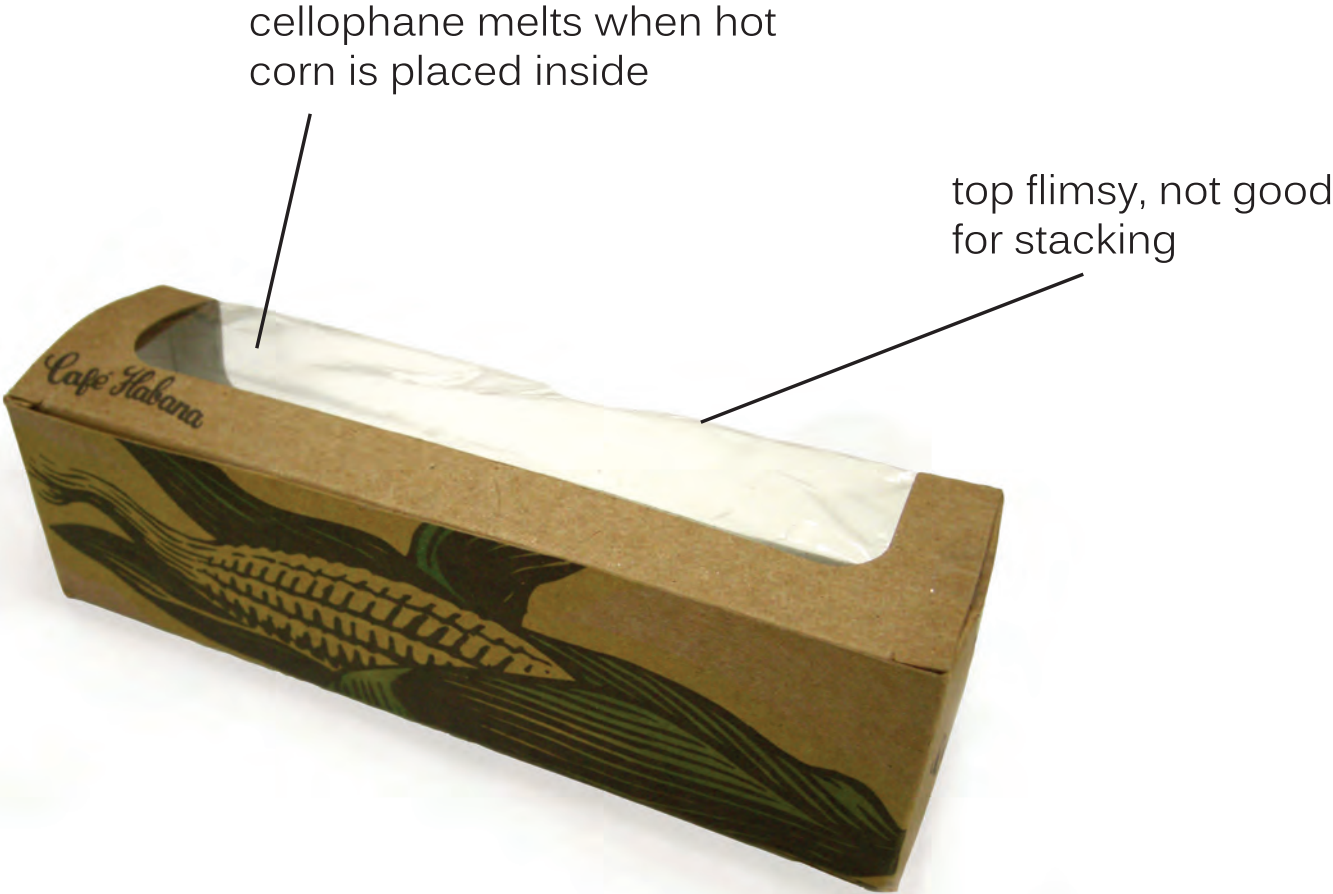
the restaurants serve Cuban and Mexican cuisine

their most popular dishes are their Cuban sandwich & Mexican corn on the cob

current take out packaging for the corn is aluminum foil and hot dog papers

improvements to be made

- made from one piece
- no bottom opening
- entirely paper
- holds shape
- encloses corn entirely
- can stack
- flat pack



past packaging attempts

Habana has attempted to design new take out packaging for the corn in the past, but nothing has ever worked well for various reasons.

- 2/5- researching/ideation time/figure out project
- 2/12- brief presentation
- 2/19- sketches/researching
- 2/24- process guide
- 3/3- tone down ideas
- 3/10-12- midterm week- have a few solid ideas and models and a presentation
- 3/17-spring break
- 3/24-start to refine ideas
- 3/31-redu, refine
- 4/7-refine
- 4/14- working on final prototype, final materials
- 4/21- prototype mostly done, working on presentation
- 4/28- work with Sean to find a manufacture/materials to get these made

project
timeline



inspiration

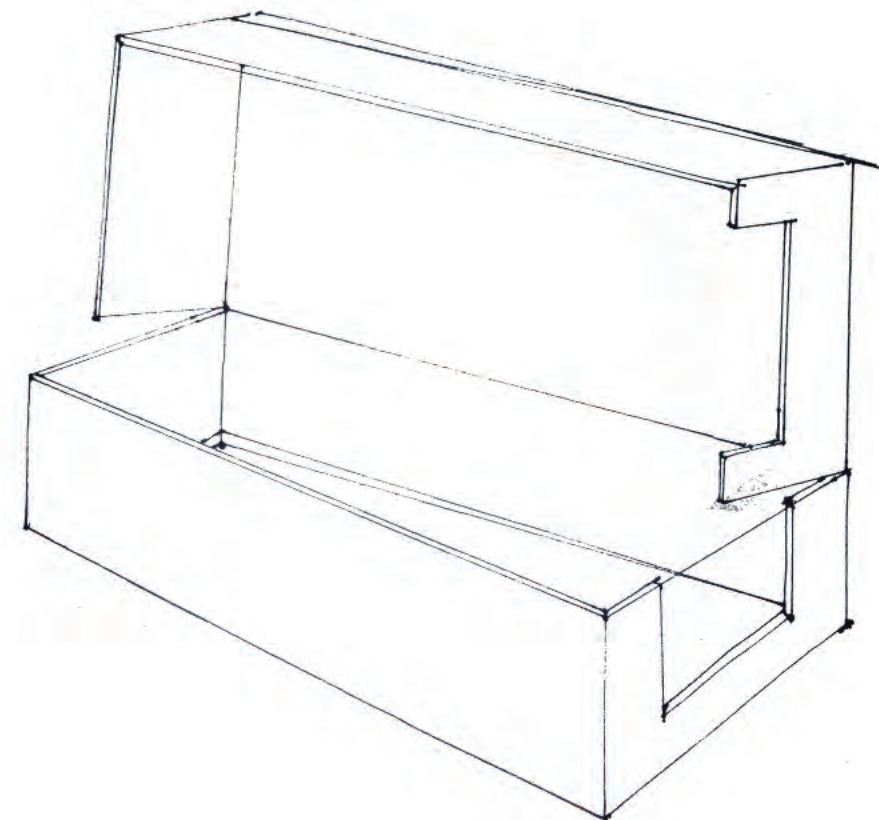
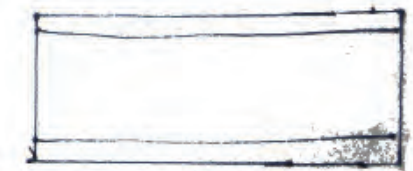
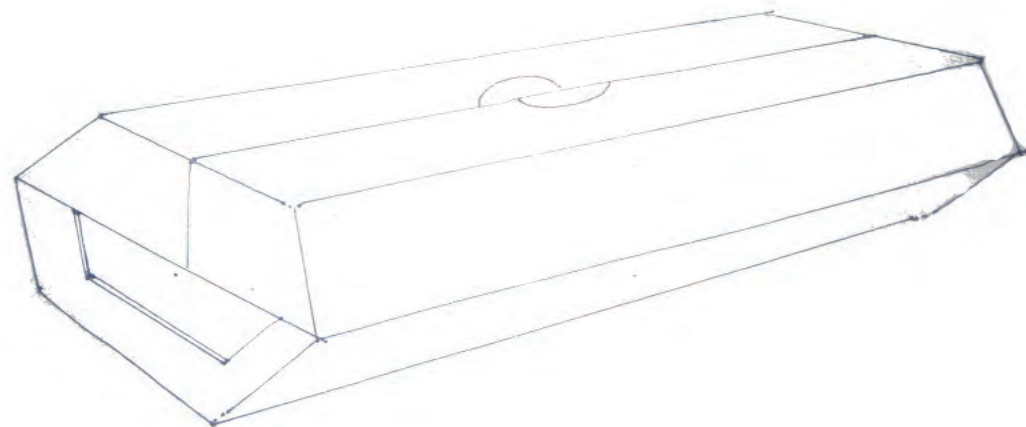
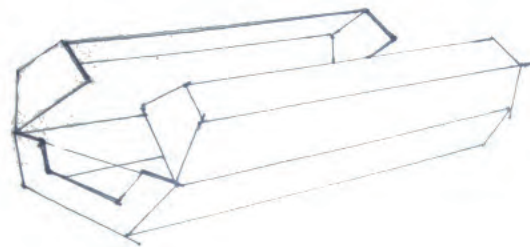
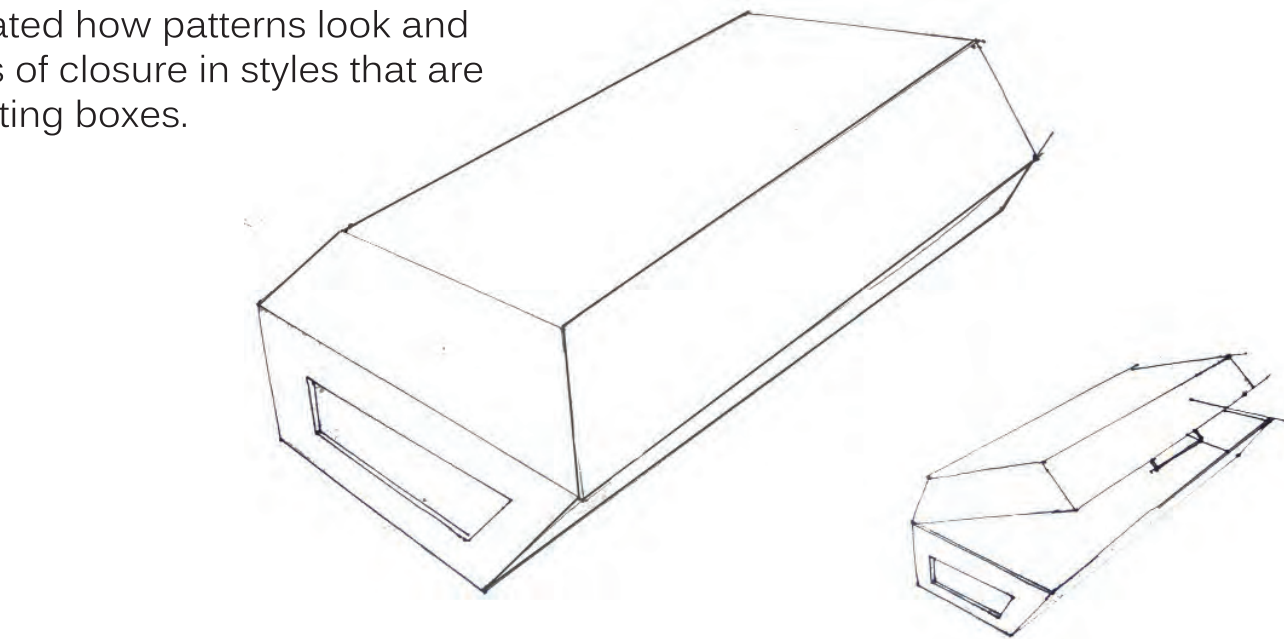
although the packaging has to be simple and easy to use, I want it to somehow feel as if the customer is unwrapping the corn from its husk.

i was inspired by beautiful Japanese packaging made of natural materials, and concentrated on bridging the gap between the elegance of these with the functionality of take out boxes.



first sketches

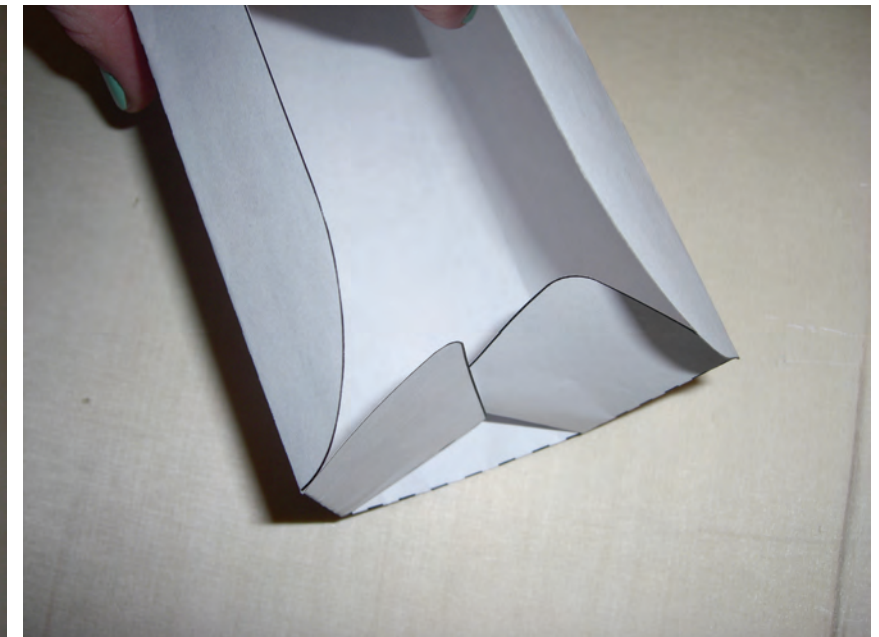
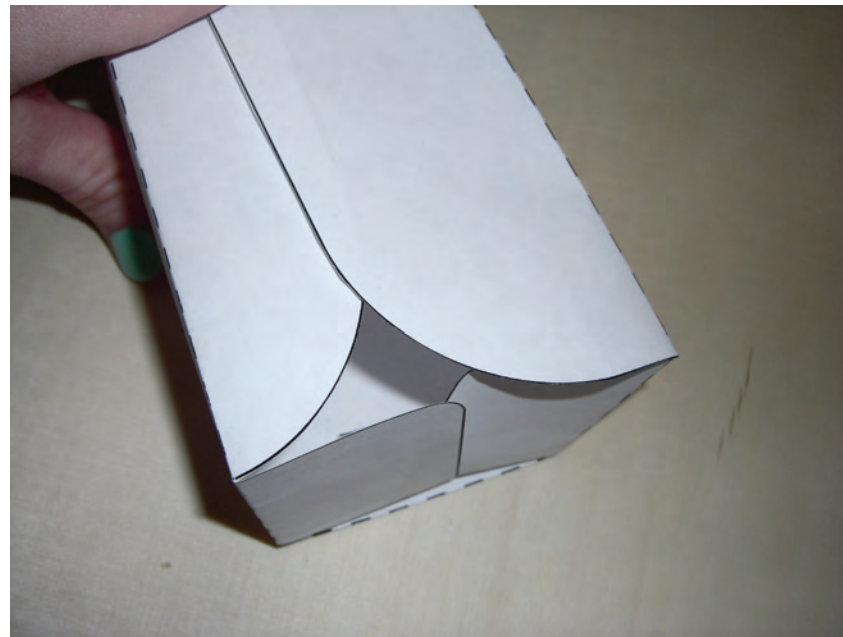
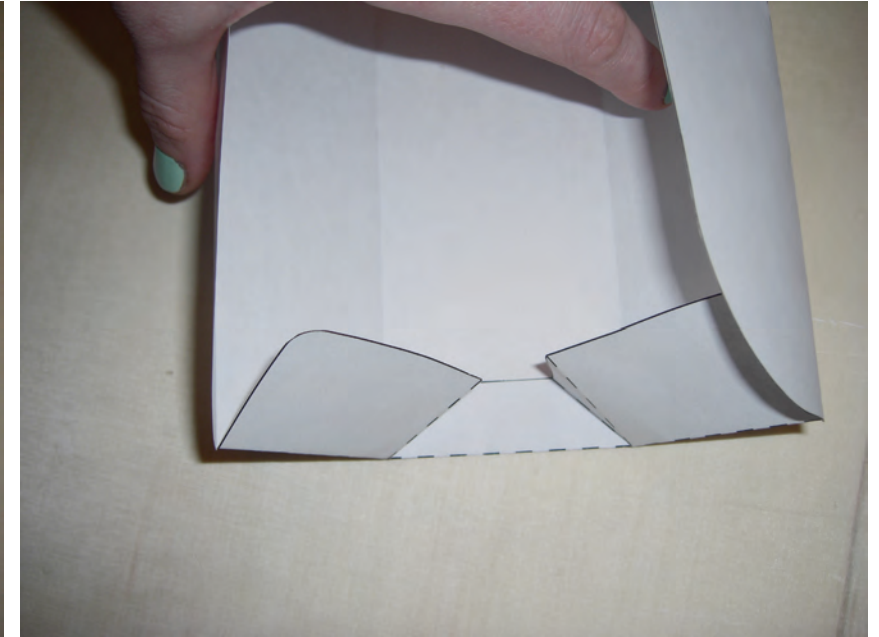
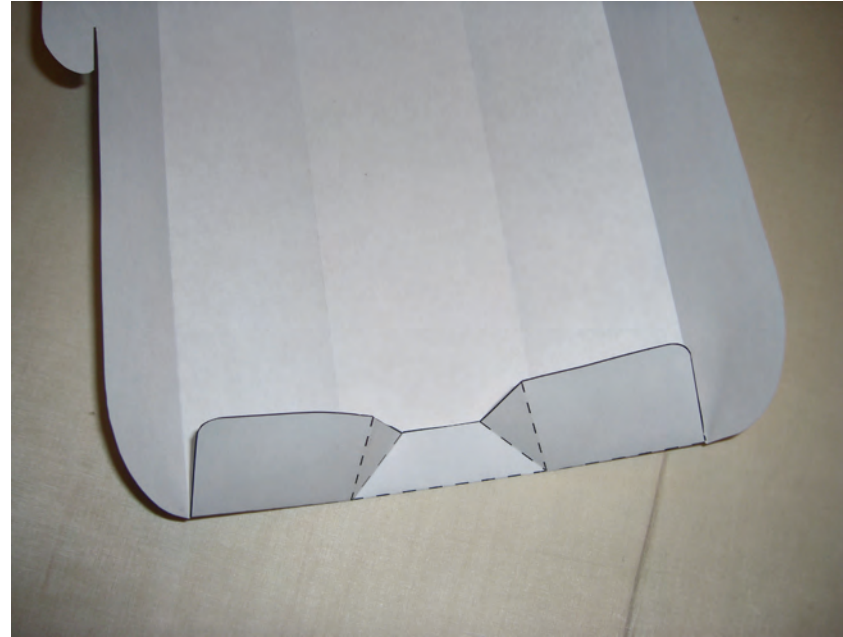
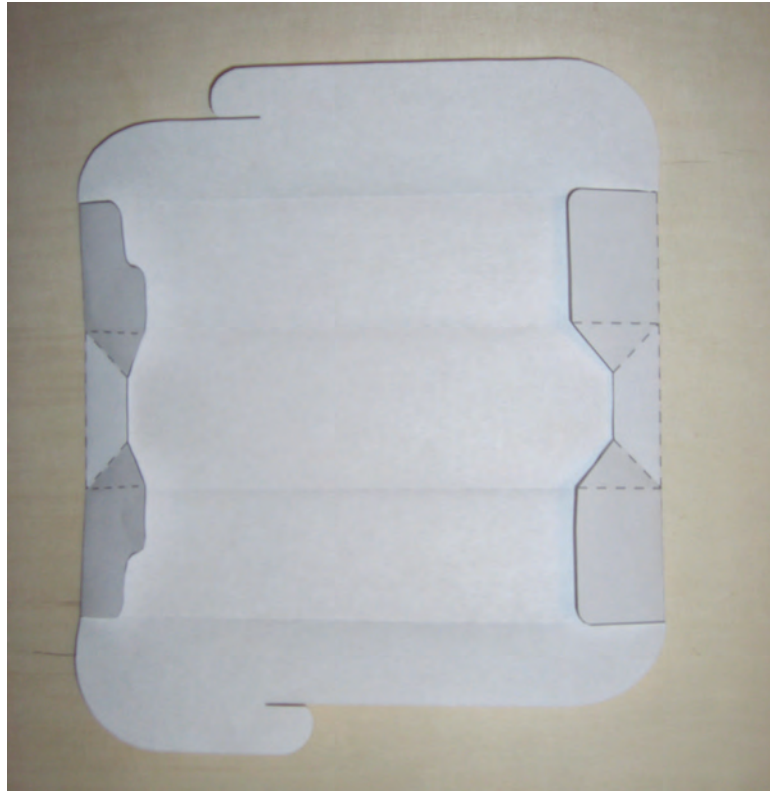
first i investigated how patterns look and different ways of closure in styles that are similar to existing boxes.



form studies

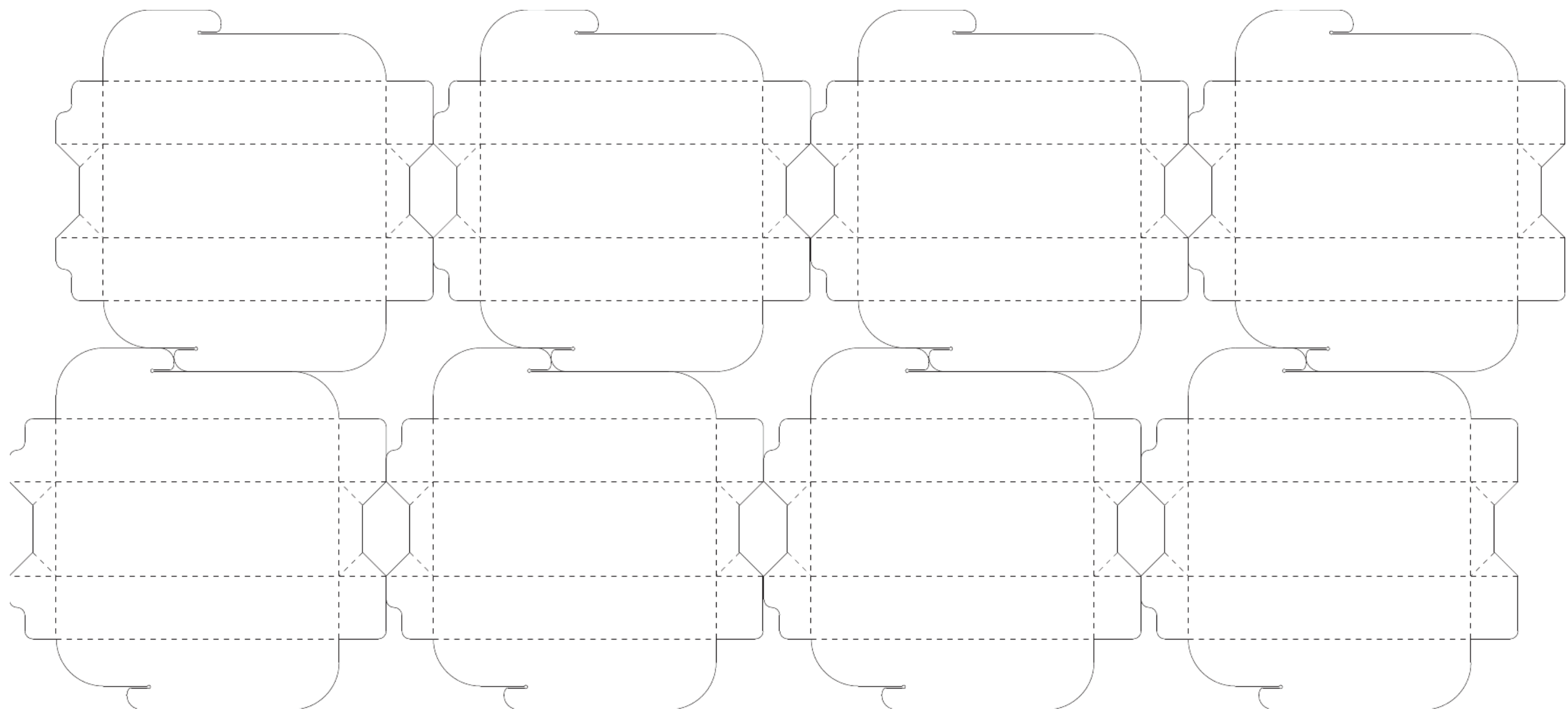
i started making much more abstract forms - complete opposite side of the spectrum, to then refine back into something that could be patterned.





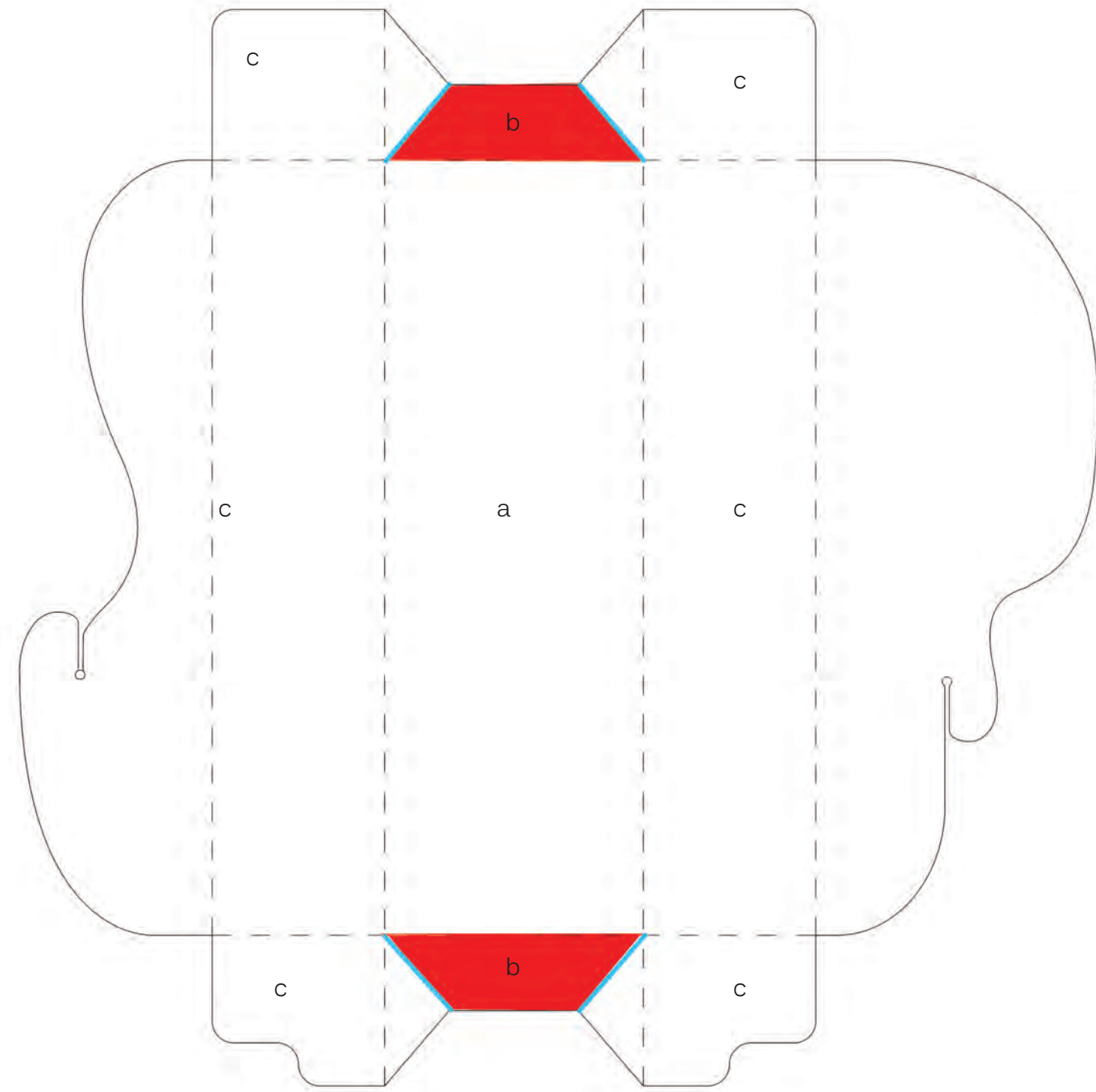
form studies

this is where the aesthetic lost its previous beauty and accidentally became boring and too far refined. The corners work well, though.



pattern sheet

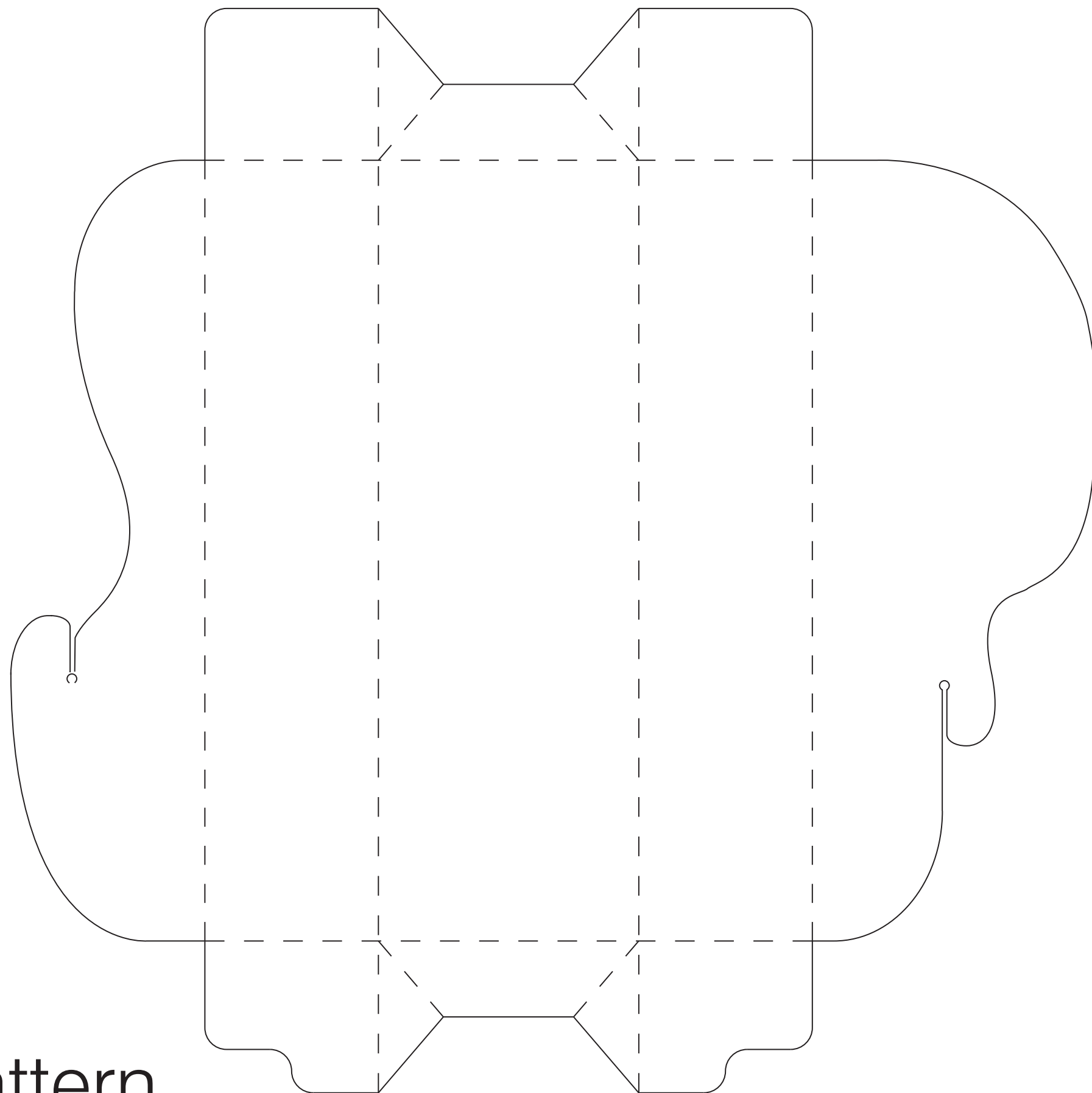
pattern explanation



dotted lines are scored and folded
black lines are scored on top side of paper
blue lines are scored on bottom side of paper.

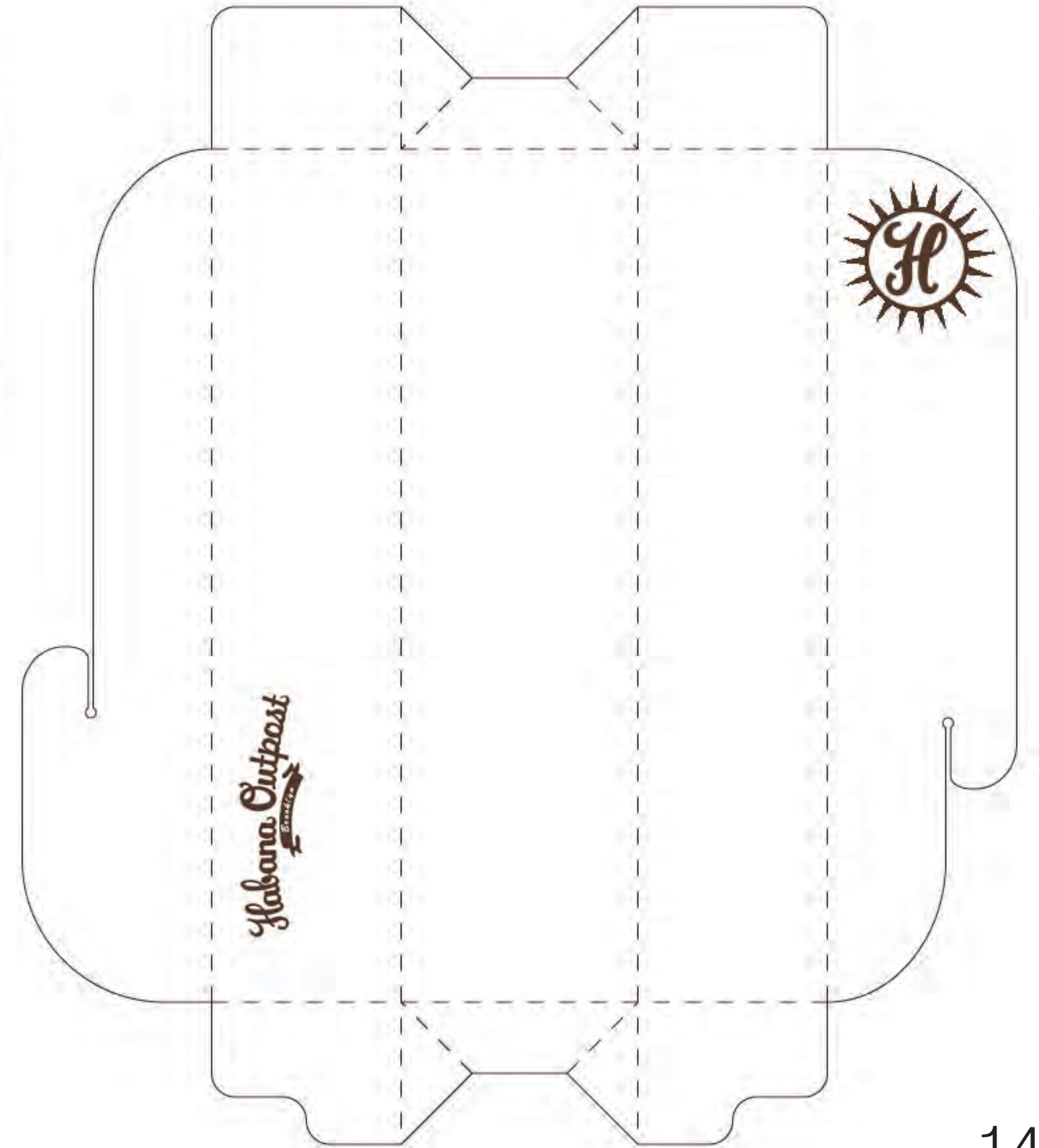
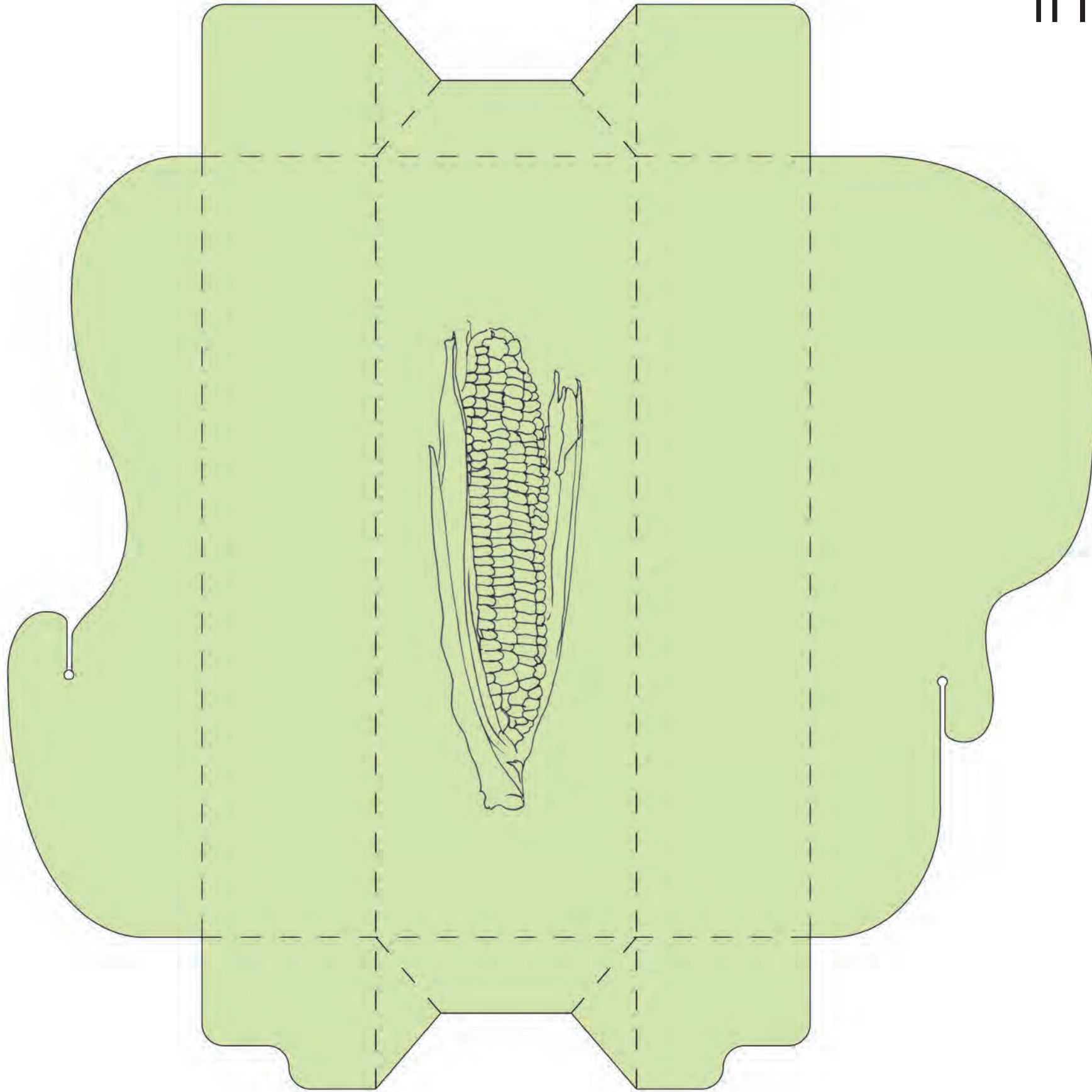
red areas are glued onto bottom section (a. glued to b. parts)
areas labeled c. are all vertical sides to the box

the boxes will be made from recycled paperboard,
coated with a material such as "Earth Coating" on the top side,
and then printed on both sides.



pattern

in & outside graphic ideas



currently, I am working with Chris Kane and the designers department at Central Container Company in Minneapolis, to better understand the manufacturing process, and have a few samples made

the packaging will be made from 100% recycled paper and coated with Earth Coating, an eco-friendly sealant in replace of something like UV coating.

the pattern will be diecut, scored, coated, and then printed with the Habana name and logo.

material safety data



This innovative, high performance, mineral-based coating contains less plastic than traditional polyethylene coatings while providing superior barrier properties to moisture, oil, grease and fatty acids. This coating may be used on both virgin and recycled fiberboards and is FDA-compliant for direct food contact. EarthCoating™ is an eco-smart alternative to LDPE.

Overview

EarthCoating™ is a mineral-based coating made of calcium carbonate (CaCO_3) and low density polyethylene (LDPE). When compared to 100% low density polyethylene, EarthCoating™ delivers superior barrier performance using up to 60% less plastic.

Specifications

Available in coat weights from 7.2 lbs./3msf to 38 lbs./3msf and in thicknesses from .5 mil to 1.5 mil. EarthCoating™ contains up to 60% less polyethylene by weight than 100% LDPE.

Eco-Smart

EarthCoating™ serves as an eco-smart alternative to 100% low density polyethylene barrier coatings. EarthCoating™ applications often qualify as recyclable under ISRI standards.

Performance Characteristics

EarthCoating™ provides up to a 60% better moisture vapor transmission rate than 100% LDPE. EarthCoating™ also offers comparable heat seal performance and enhanced barrier properties against oil, grease and fatty acids.

Machinability

Fiberboards coated with EarthCoating™ may be universally die-cut, folded and glued using existing converting machinery.

Applications

EarthCoating™ makes for a superior FDA-compliant alternative to 100% LDPE when dealing with direct contact packaging for food, soaps, candles and more.



To learn more about EarthCoating™, contact Todd Gasparik at Todd@SmartPlanetTech.com

through emails with Chris and meetings with Sean, I am now learning about the business side of design.

if all goes to plan, we will connect with corn lobbyists and other restaurants, and produce take out packaging that many people can use!

thanks!

