

nikeredesign cont'd

Process: Group 3

In our work, we moved through several concepts - from single material rubber balls to various packaging ideas.

In the end, after narrowing our efforts and extensive research and testing, we arrived at the final hemp ball design concept.



Life Cycle: Hemp Ball & Flat Package

1 Innovation

Biodegradable and recycleable ball and packaging design.

2 Low Impact Materials

Ball: Hemp from Turkey
Rubber: recycled tires- and
Plastic: starch based PLA from Europe
Flat Pack: Recycled cardboard printed with soy ink

3 Optimized Manufacturing

Nike Factories in Europe, presently shoe factories.
Ball and packaging made side by side means no inter-factory shipping.

7 Optimized End-of-Life

Most of hemp ball can be composted which is used to grow more hemp. Packaging can be recycled to make more flat packs.

6 Optimized Product Lifetime

Ball is designed to promote environmental awareness.
Lifespan / durability same as traditional ball.

5 Low Impact Use

Human energy is expended during play and in pump inflating the ball.

4 Efficient Distribution

Lower shipping costs and fewer emissions. Primarily due to the use of localized manufacturing and materials and stackable flat pack for world wide distribution.

Hemp Ball & Packaging

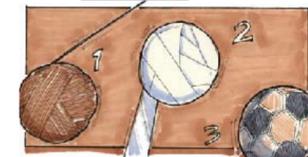


Use Scenario: Manufacture & Packaging

FACTORY 1

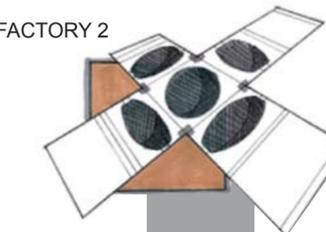


Life begins with biodegradable and recycled materials: hemp twine, starch based plastic film, and recycled rubber tires, recycled cardboard, and soy inks.

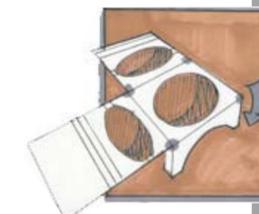


The ball manufacturing process is greatly simplified and waste is eliminated through efficient winding operations.

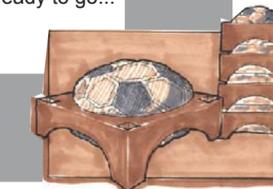
FACTORY 2



The packaging is easily assembled from a single diecut piece using no adhesive.



The finished ball and finished package are sent FACTORY 3 where they are assembled. Then packaged ball is ready to go...



Use Scenario: Distribution & Product Life

At the end of the ball's life, most of the material, (the hemp winding and plastic outer covering), is biodegradable. This effectively closes the loop.



Use of the ball is not compromised by its green design.

The packaged ball is distributed via stackable flat packaging. The user simply inflates the ball at home with any common pump.

