

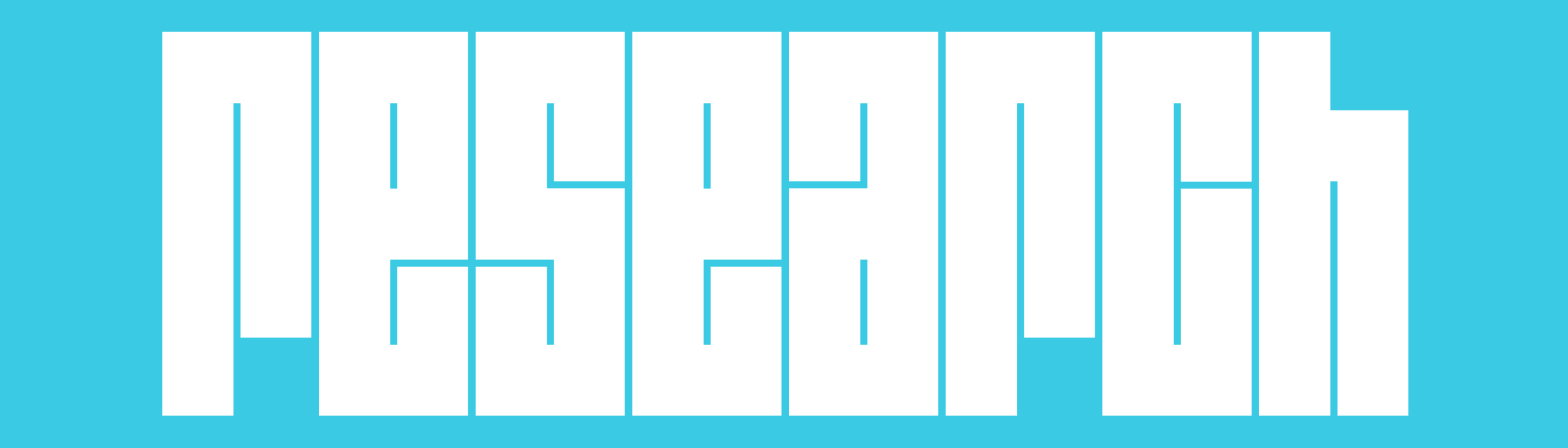
# WIENNE

*cutting on the go*



*courtney tideman*

*The Julienne gives you the chance to store your knives and cut food on the go. Supplying you with a sanitary surface to cut on, a safe protective place for your knives, an attached scrub brush to clean with; all conveniently bundled up in one easy to carry on the go product.*





# DAY TO DAY ACTIVITIES

MEET & GREETs



PICNICS



TARGET MARKET

20-40 years old who are active bodies that enjoy being outdoors and doing outdoor activities.

OUTDOOR ACTIVITIES



CONCERTS AND GATHERINGS





# OUTDOOR SUPPLIES

## FOOD STORAGE & UTENSILS



## CLOTHING & GEAR



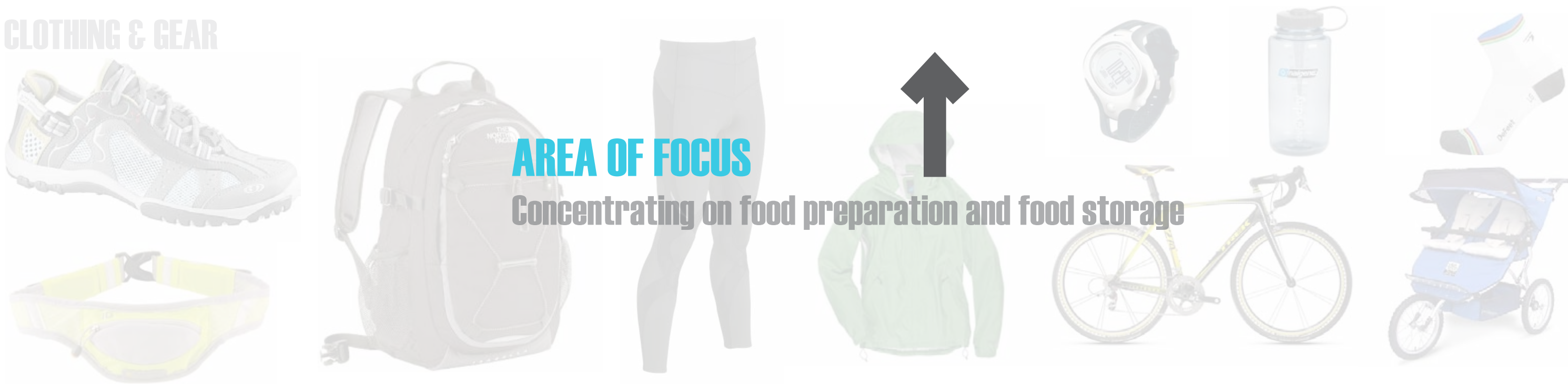


# OUTDOOR SUPPLIES

## FOOD STORAGE & UTENSILS



## CLOTHING & GEAR



**AREA OF FOCUS**

Concentrating on food preparation and food storage

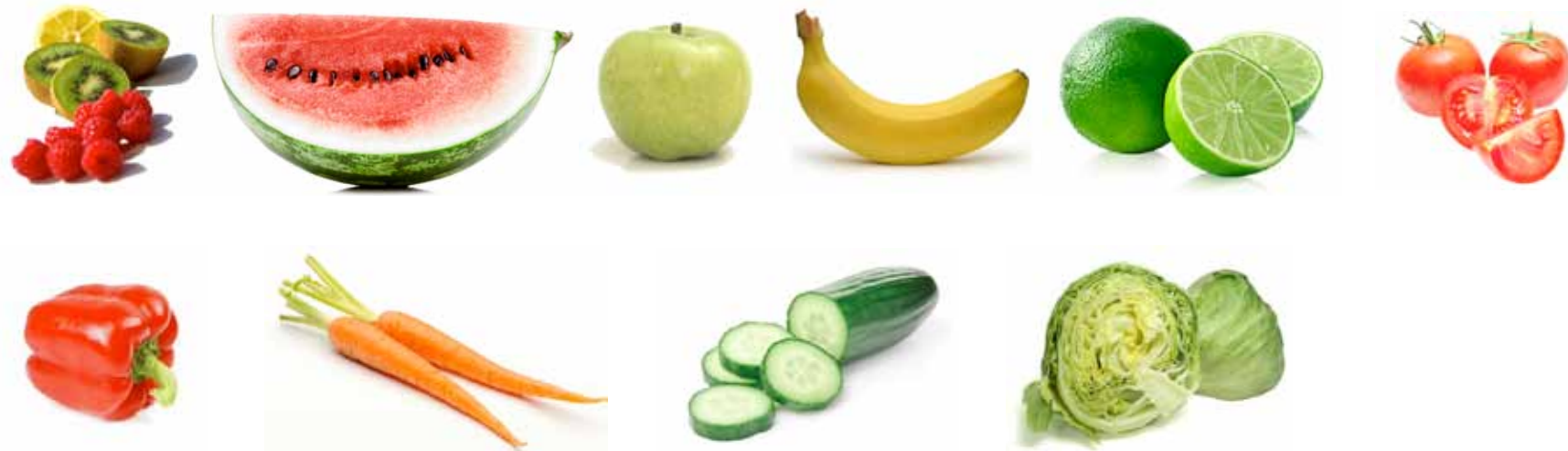


# COMMON FOOD EATEN OUTDOORS

## MEATS & CHEESES



## FRUITS & VEGETABLES



## BREADS



## PRE PACKAGED FOOD



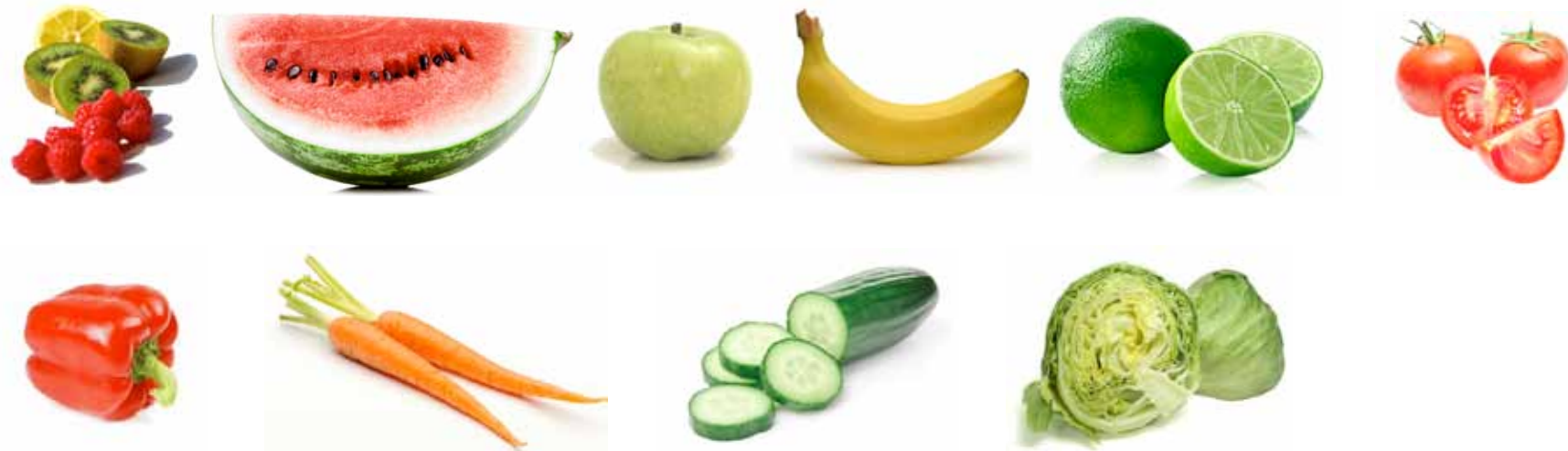


# COMMON FOOD EATEN OUTDOORS

## MEATS & CHEESES



## FRUITS & VEGETABLES



## BREADS



## PRE PACKAGED FOOD

**FOCUSING  
ON FOODS  
THAT NEED  
TO BE CUT  
AND STORED  
PROPERLY**



# FOOD PREPARATION

## KNIFE STORAGE



## UTENSILS



## CUTTING BOARDS





# FOOD PREPARATION

## CUTTING BOARDS WITH KNIFE STORAGE





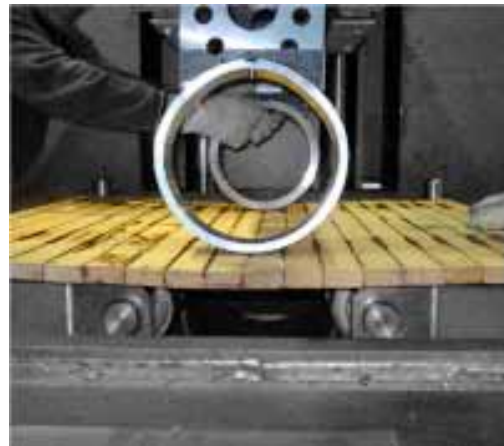
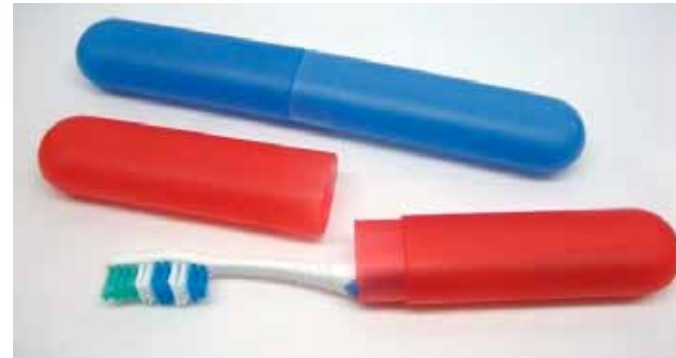
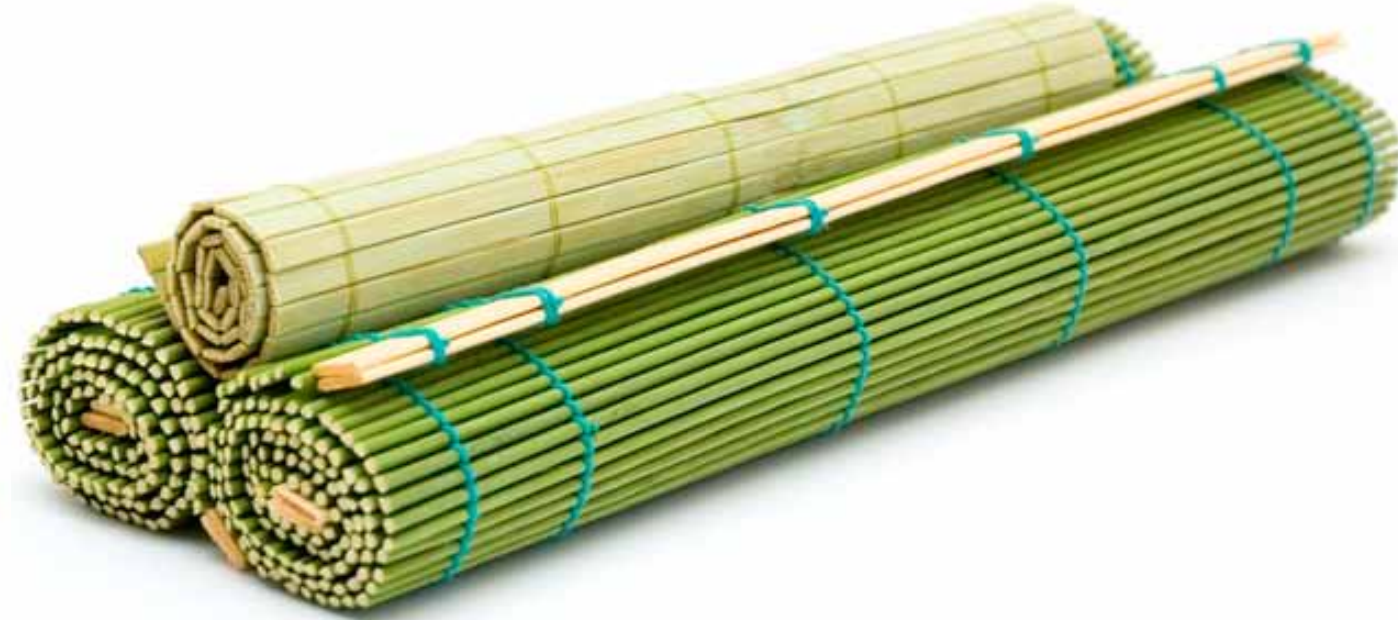
# FOOD PREPARATION

## CUTTING BOARDS WITH KNIFE STORAGE

- 
- HEAVY AND ARE HARD TO BRING ON THE GO
  - UNSANITARY MATERIALS
  - + PROVIDES KNIFE STORAGE AND PROTECTION
  - + MULTIPLE UTILITY STORAGE
- 



# INSPIRATION





# INSPIRATION

## BAMBOO PLACE MATTS

construction and roll up capabilities



## BABY CHANGING BAG

roll down capabilities





# INSPIRATION



# INSPIRATION



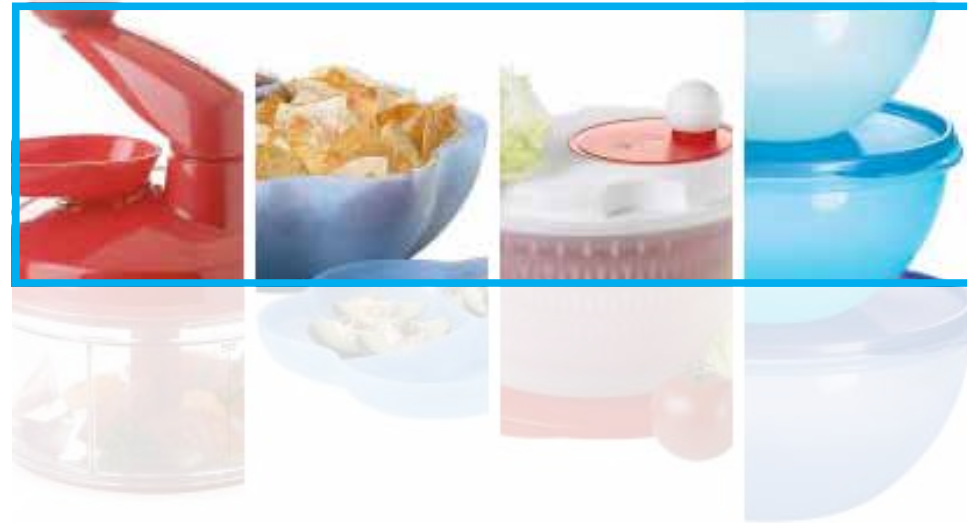
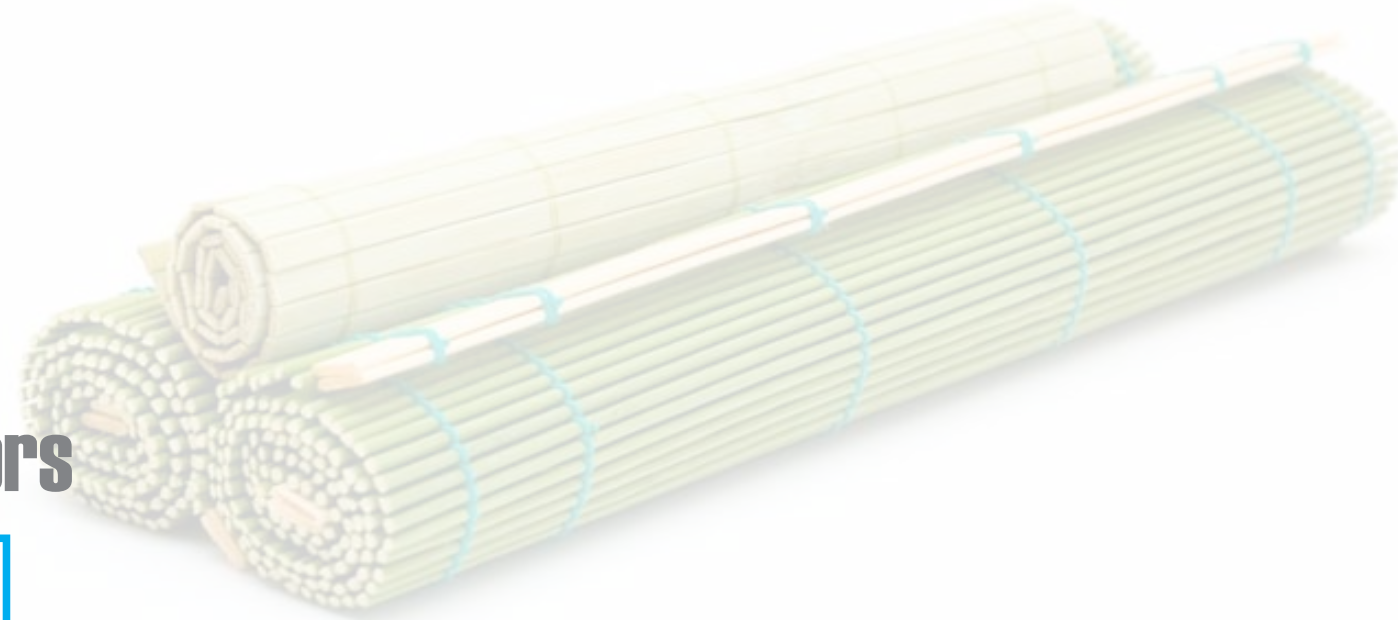
**WOODEN TUBE**  
process and materials



# INSPIRATION

## TUPPERWARE PRODUCTS

fun and playful designs and colors



# INSPIRATION



**CAMPING KITS**  
protective and safe



**TOOTHBRUSH HOLDERS**  
protective and easy

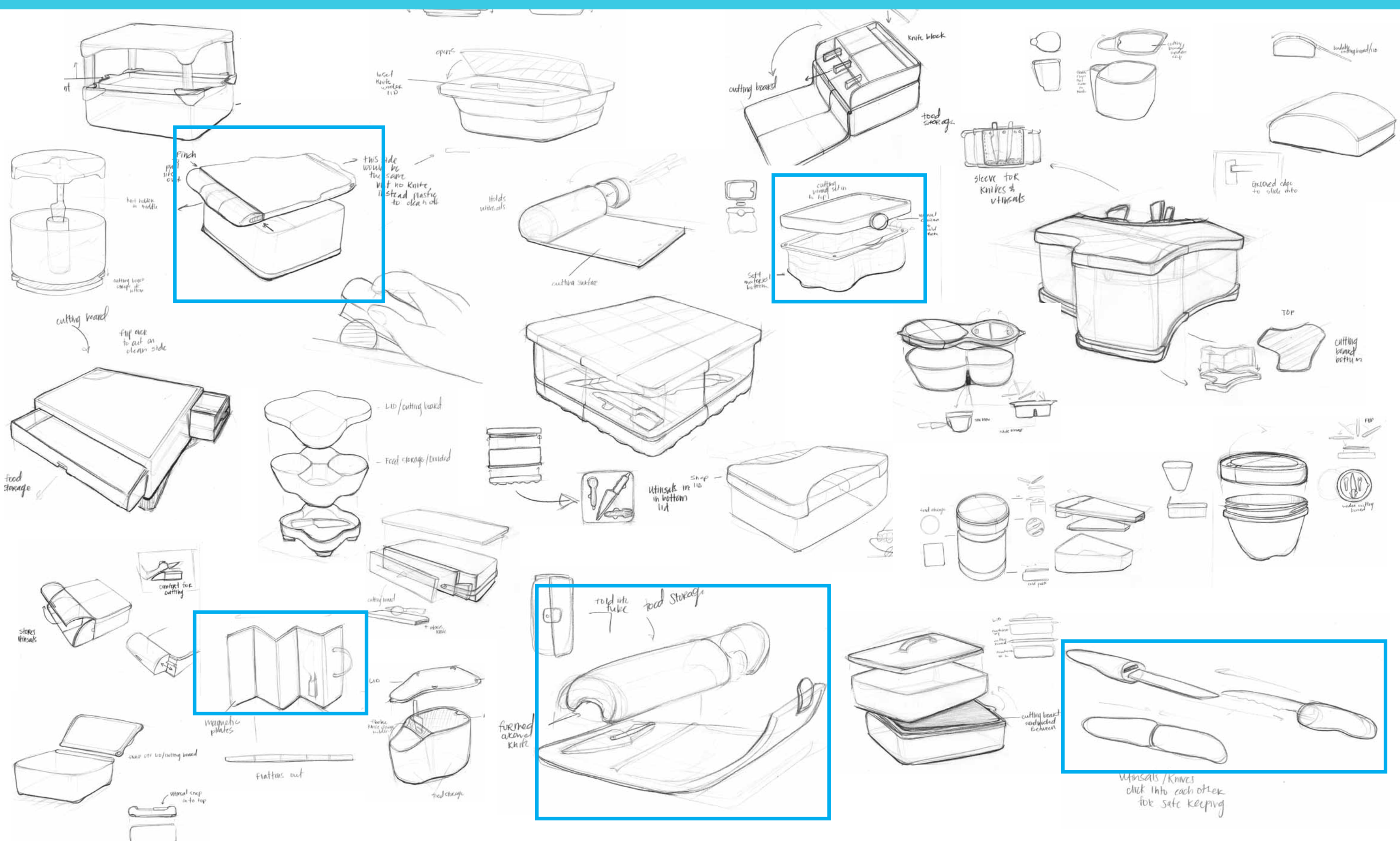






# SKETCHES

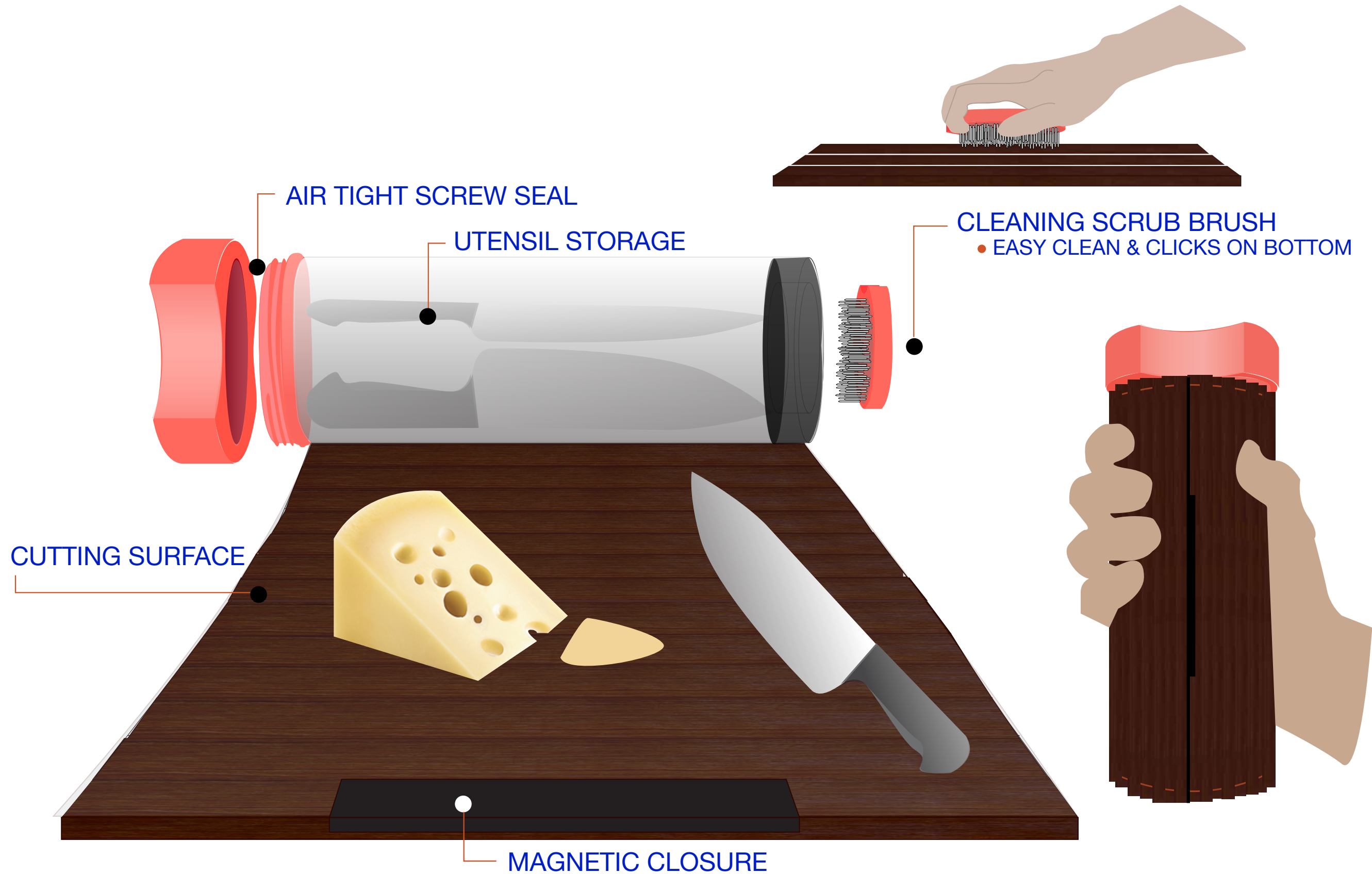
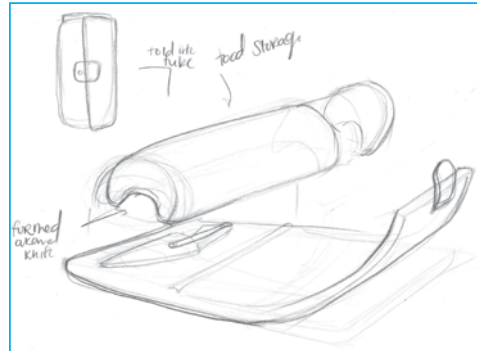
## FOCUSING ON KNIFE STORAGE AND CUTTING SURFACES COMBINED





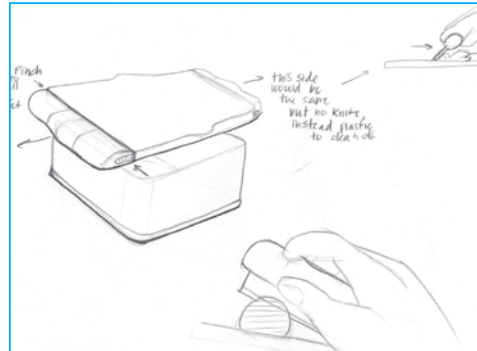
# CONCEPT 1

## KNIFE STORAGE & ROLL UP CUTTING BOARD



# CONCEPT 2

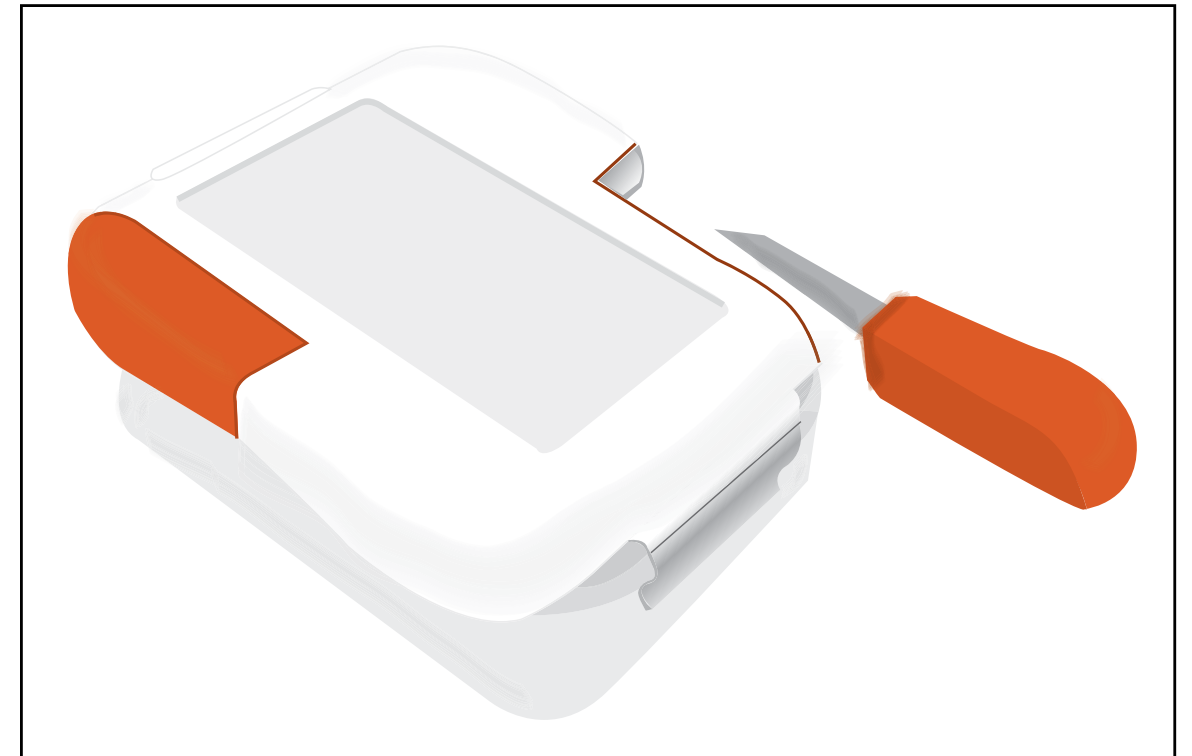
## KNIFE STORAGE IN LID ALONG WITH CUTTING BOARD WITH FOOD STORAGE



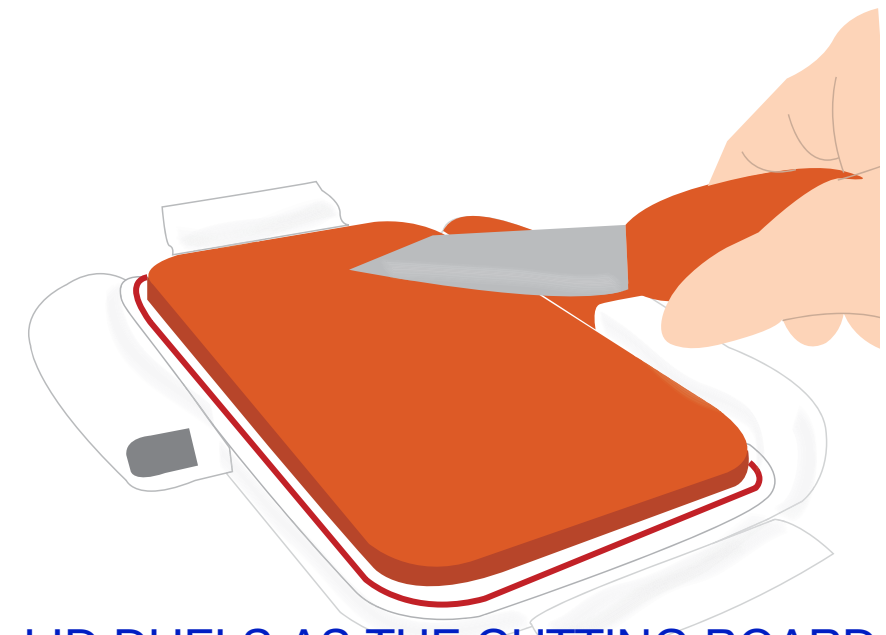
- EASY TO TRANSFER
- SEALED TIGHT CONTAINER
- DUEL KNIVES



TUPPERWARE STORES FOOD



KNIVES INTEGRATED INTO HANDLE

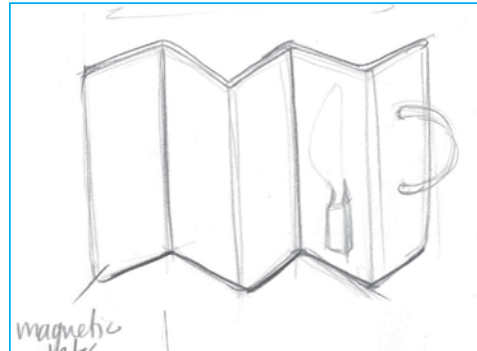


LID DUELS AS THE CUTTING BOARD

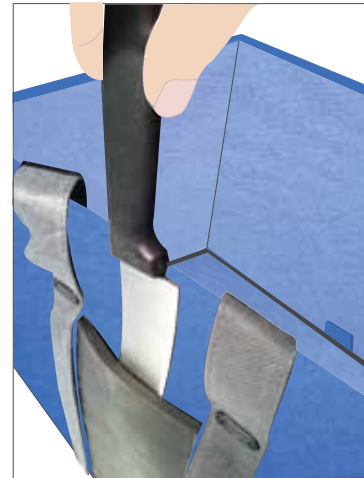


# CONCEPT 3

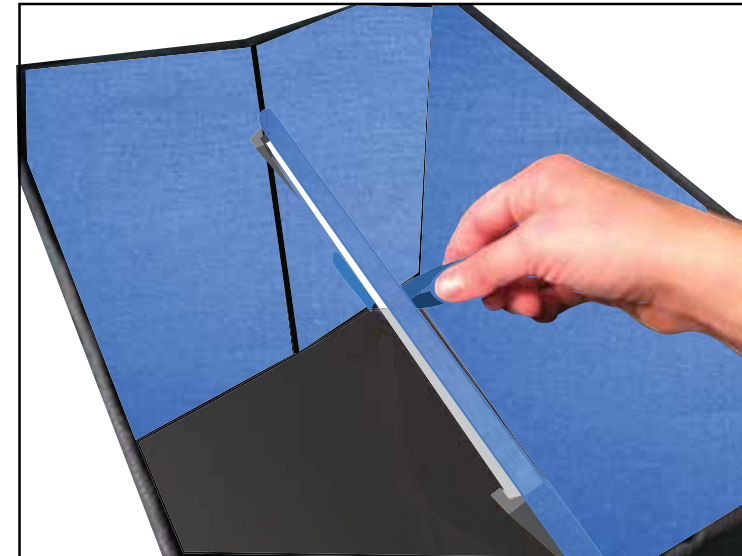
## FABRIC TOTE WITH KNIFE STORAGE AND BUILT IN CUTTING BOARD



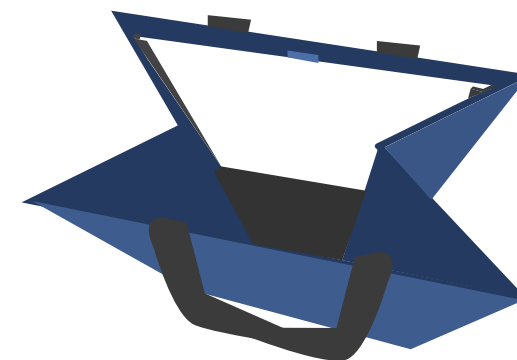
● TRANSPORTABLE



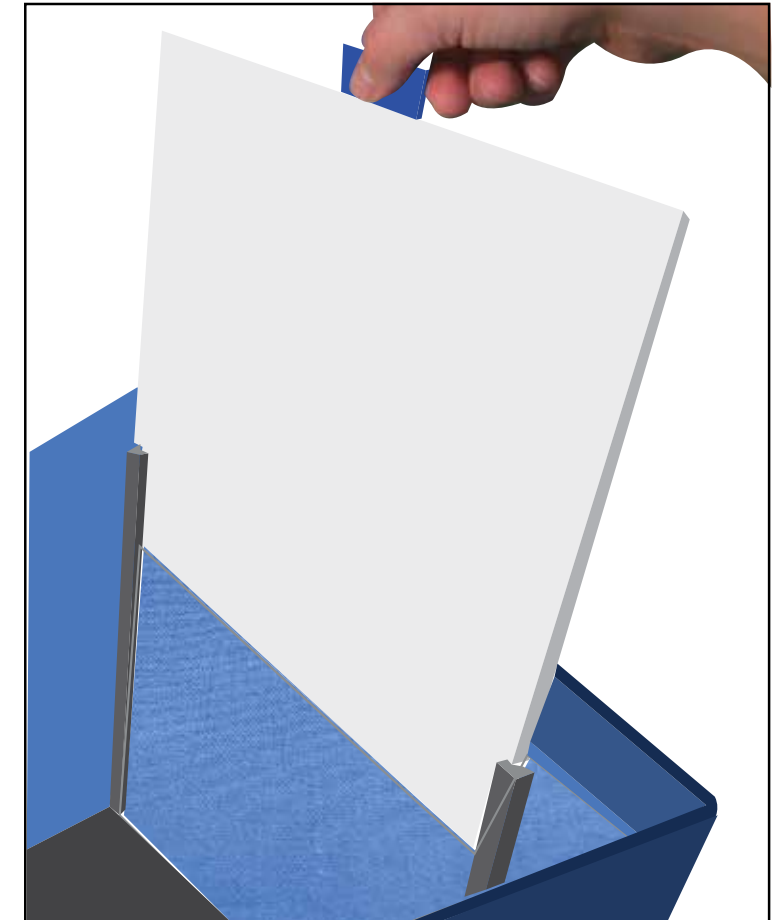
● SAFE KNIFE STORAGE



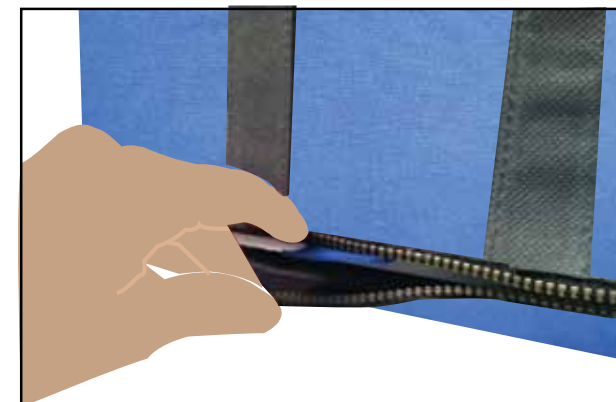
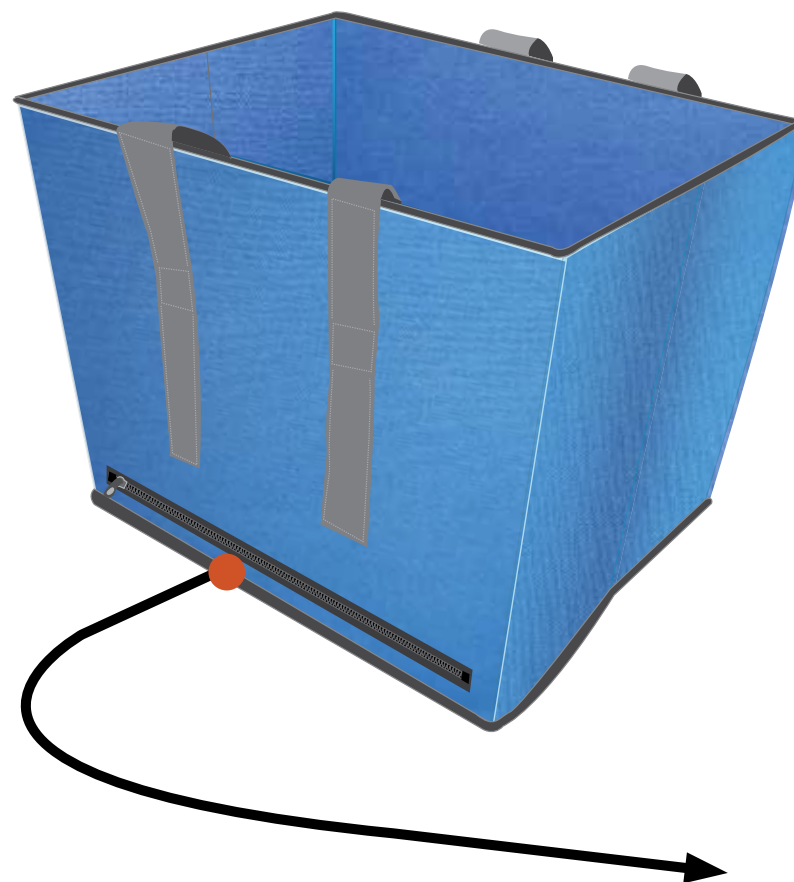
● LIFT BOTTOM AND SLIDE OUT CUTTING BOARD



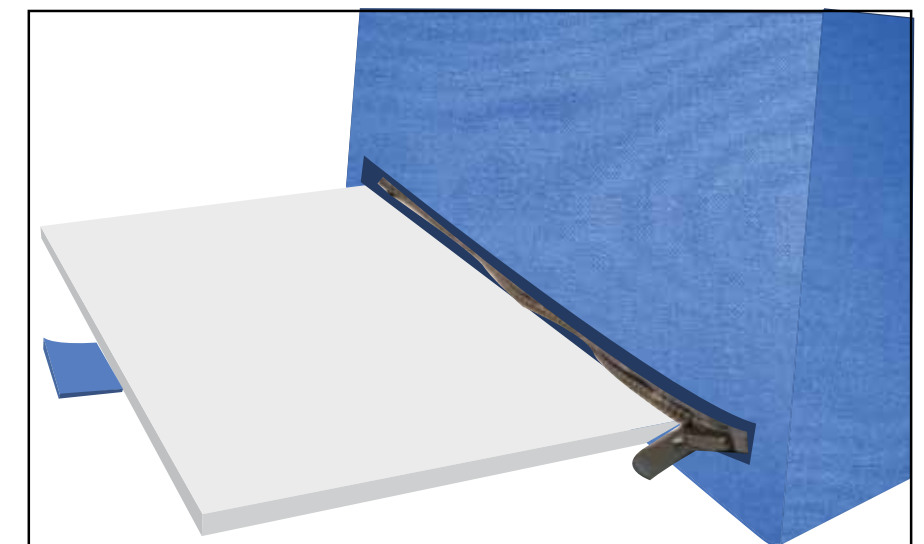
● COLLAPSIBLE



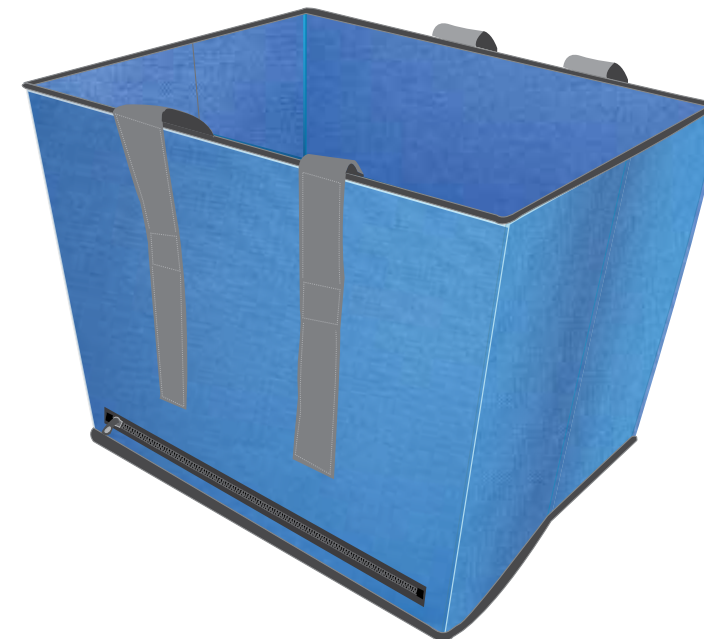
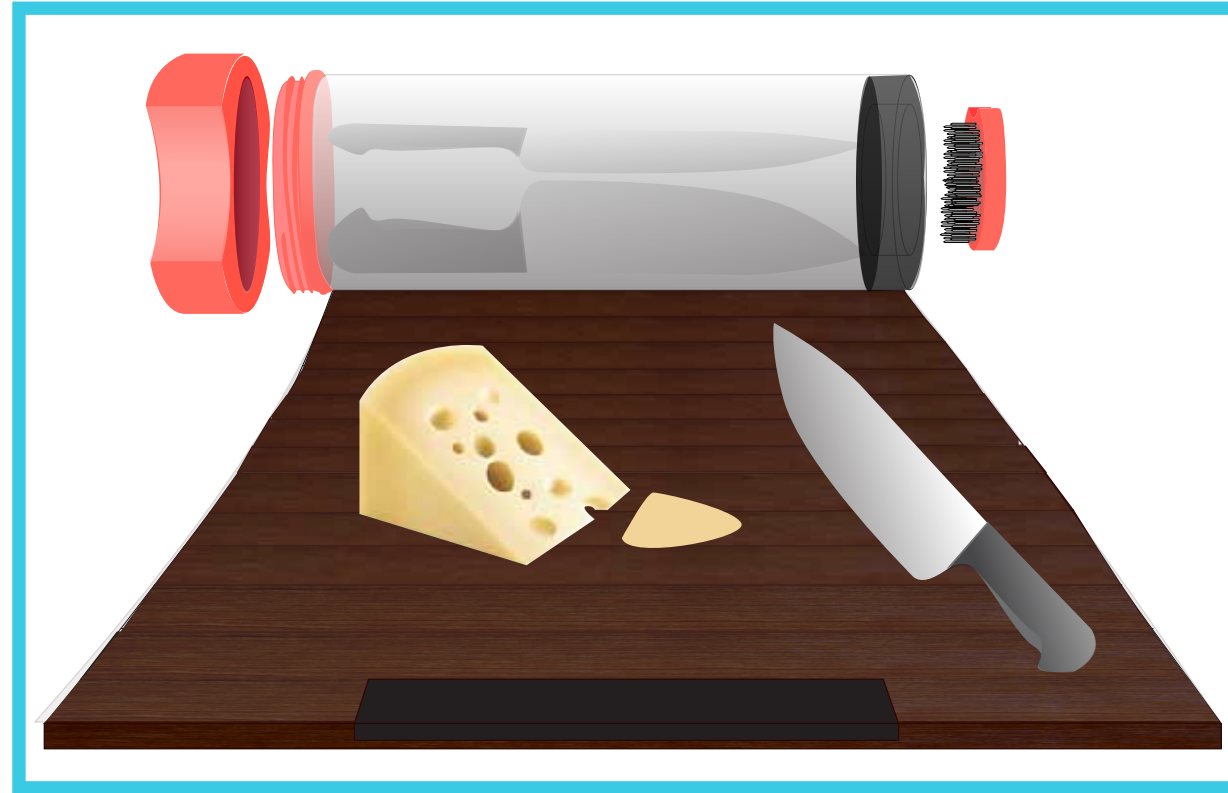
● CUTTING BOARD SLIDES OUT



UNZIP BOTTOM TO PULL CUTTING BOARD OUT IF FOOD IS STILL IN BAG.



# FINAL DIRECTION





# CONSTRUCTION





# CONSTRUCTION



**MODEL PRINTED IN A 3D  
Z-CORE PRINTER**

**SANDED, PRIMED, TAPED  
OFF AND FINISHED**

**INDIVIDUALLY CUT  
POLYPROPYLENE INTO STRIPS  
AND DRILLED HOLES TO  
THREAD BOARD TOGETHER**

**TUBE CREATED AND  
TAPED AND FINISHED  
WITH A FROSTED FINISH**



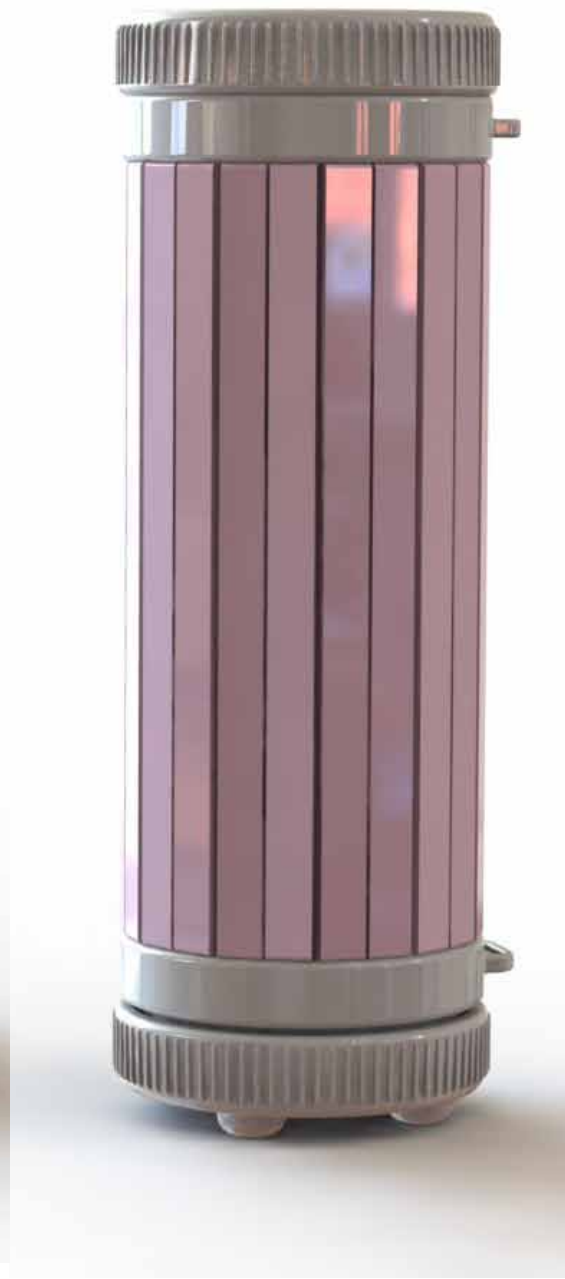
# Julienne

*cutting on the go*



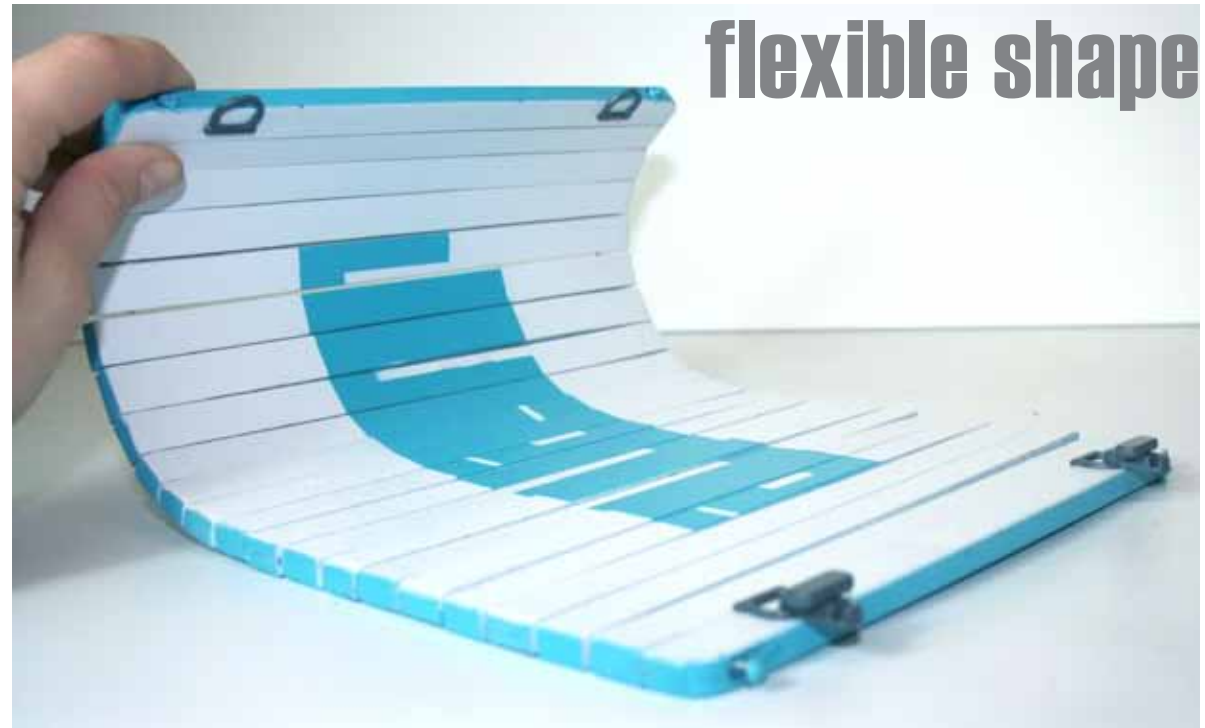


# MULTIPLE COLOR & FINISH OPTIONS





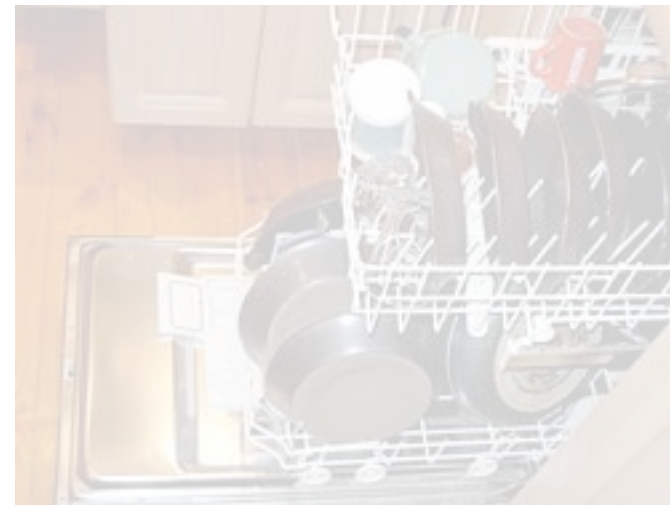
# FEATURES. CUTTING BOARD



Individually cut 100%  
recycled preserved  
polyethylene plastic



Dishwasher Safe



Wrap around storage to  
condense cutting board  
making it more efficient



as easy as



wrap around and line up

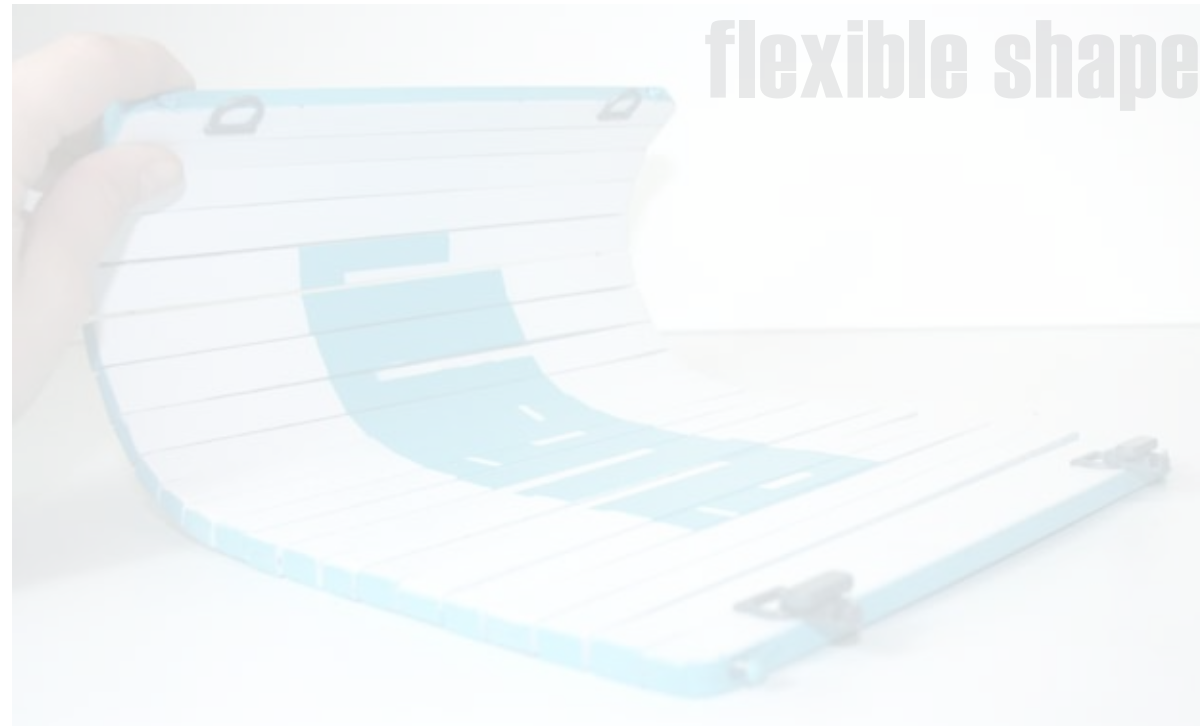


twist



lock

# FEATURES. CUTTING BOARD



Individually cut 100% recycled preserved polyethylene plastic.



Dishwasher Safe



Wrap around storage to condense cutting board making it more efficient

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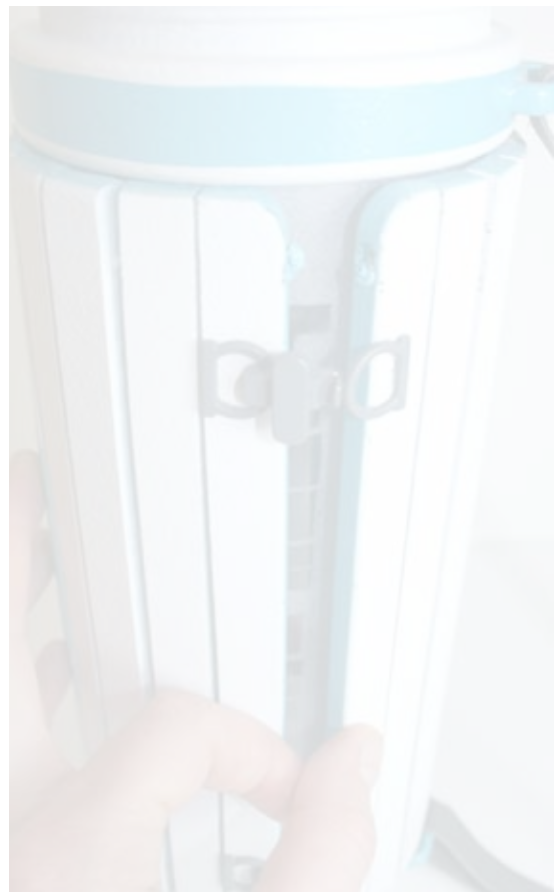
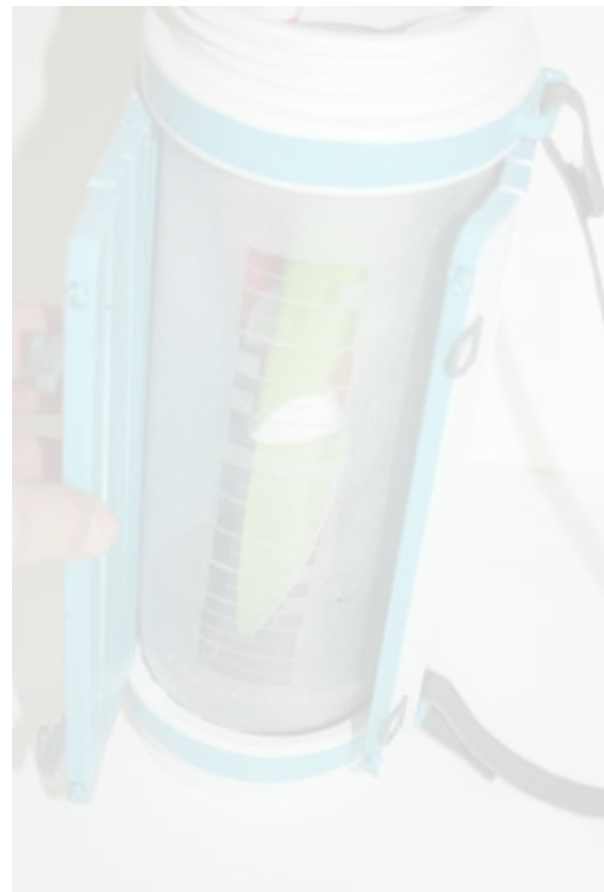
wrap around and line up



twist

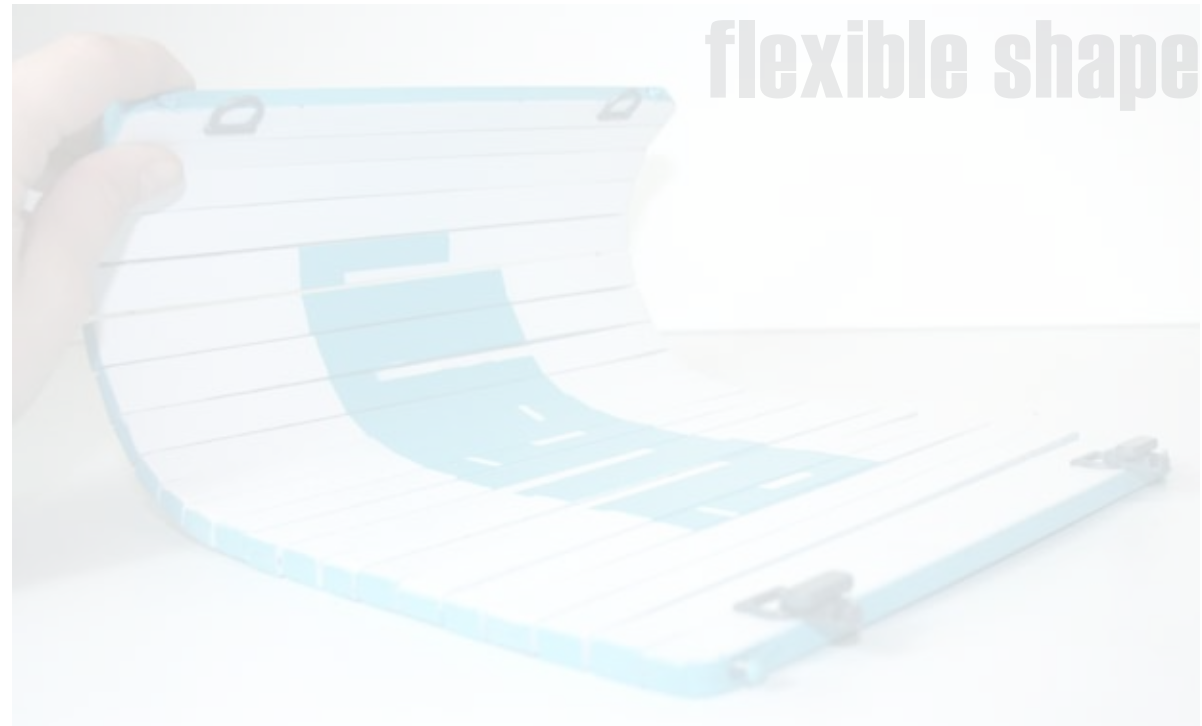


lock





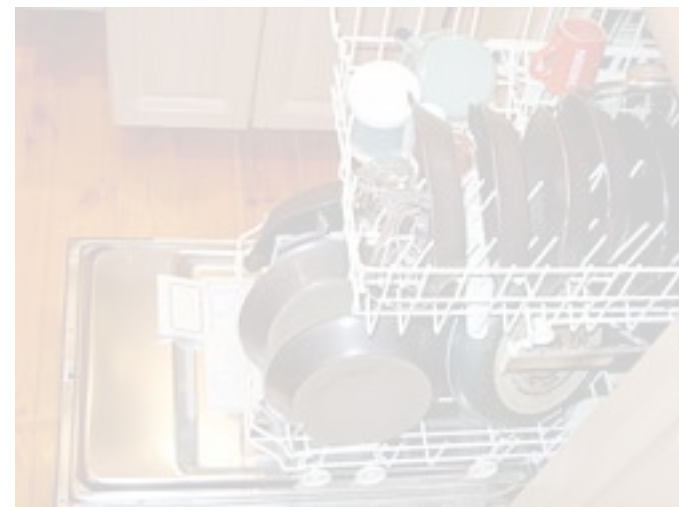
# FEATURES. CUTTING BOARD



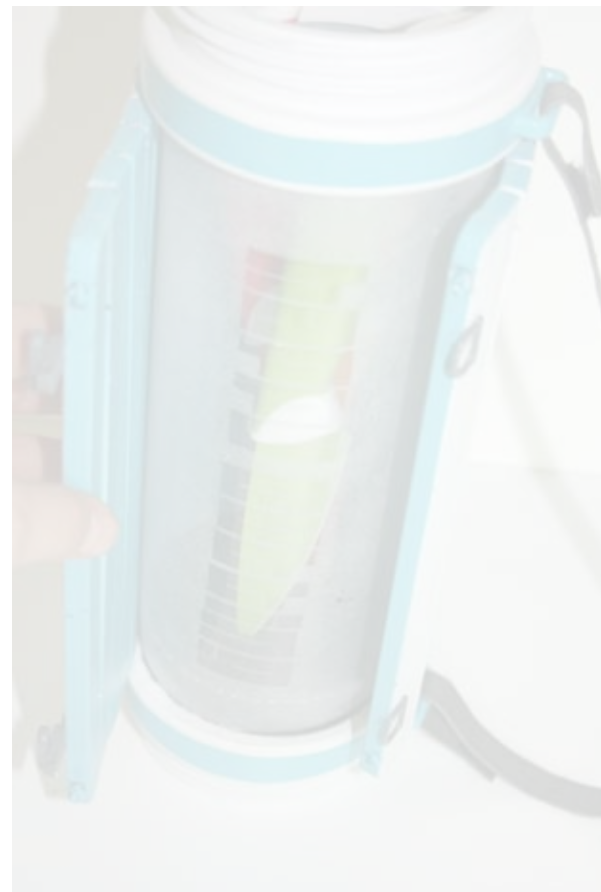
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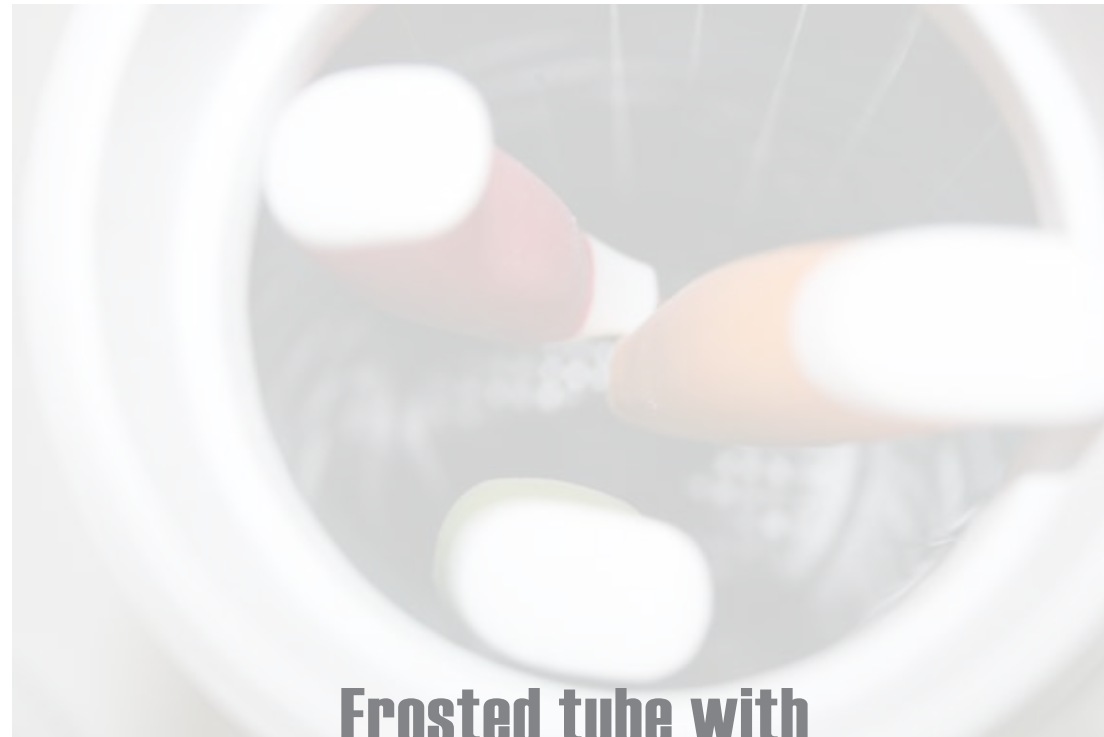
# FEATURES. KNIFE STORAGE



rubberized knife holder  
that saves the knife tips  
and secures there place  
in container



# FEATURES. KNIFE STORAGE



Frosted tube with  
view text window



# FEATURES. SCRUB BRUSH

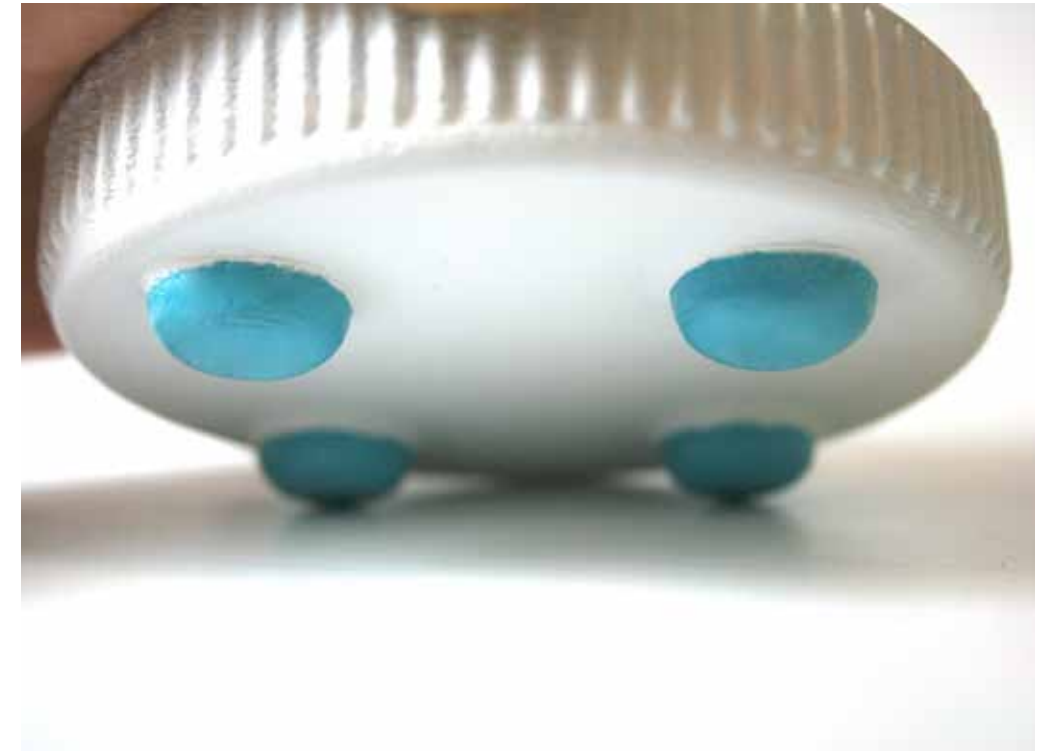




# FEATURES. SCRUB BRUSH



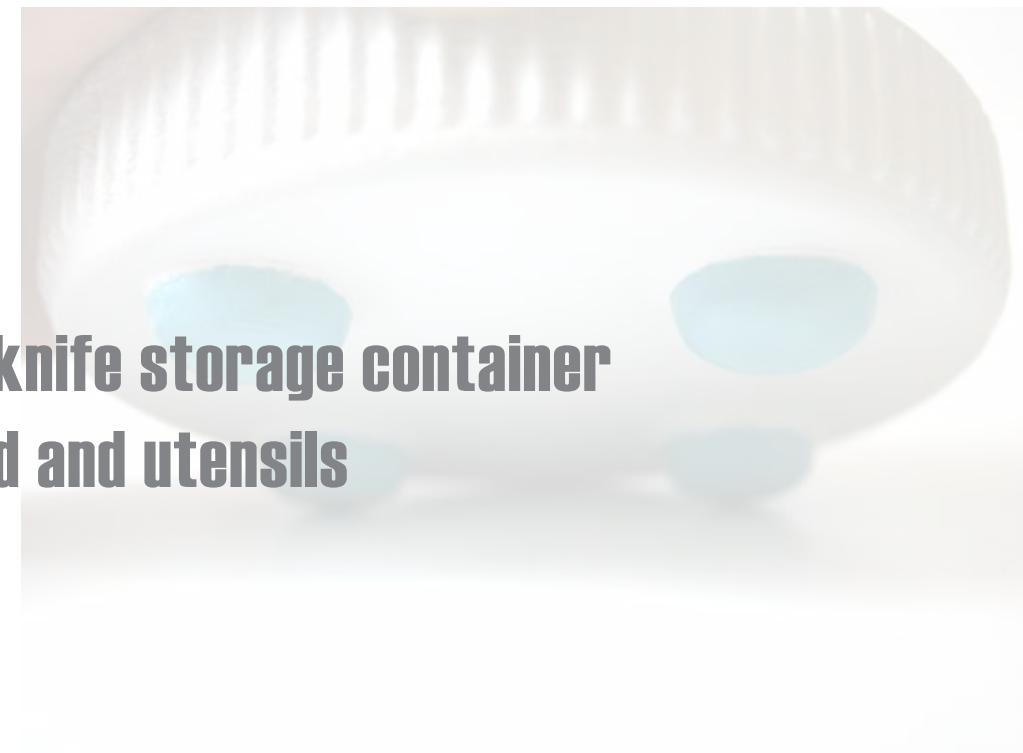
rubber blue feet for grip  
and gives it the ability to  
stand on its own.



# FEATURES. SCRUB BRUSH



screws in to bottom of knife storage container  
to store away from food and utensils





# FEATURES. TOP LID



# FEATURES. CARRYING STRAP



**Strap that detaches and reattaches when necessary.  
Strong woven heavy nylon strap.**





# FEATURES. ALL IN ONE

All comes together to create this all in one, easy to take with you cutting system.







*wrapping cutting board*





*knife storage*





*cutting on the go*







**THANK YOU.** *courtney tideman*