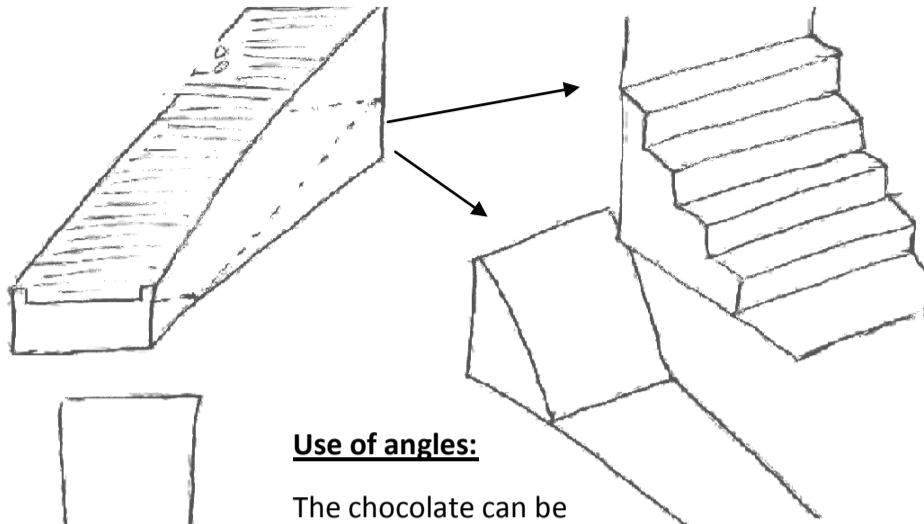
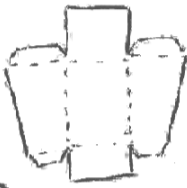


# Retail Ready Packaging:

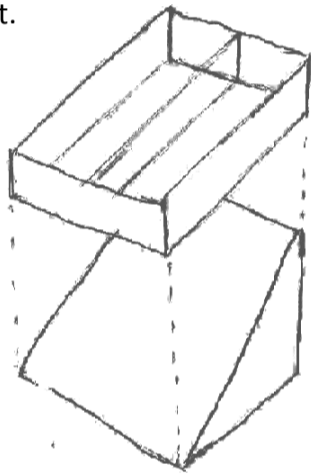
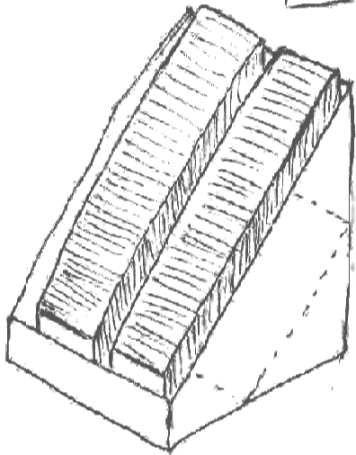


**Use of angles:**

The chocolate can be shifted forwards using different methods: gradual steps or slopes.

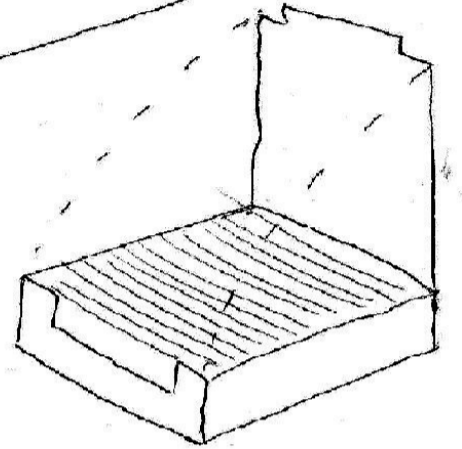
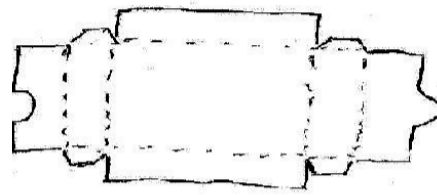
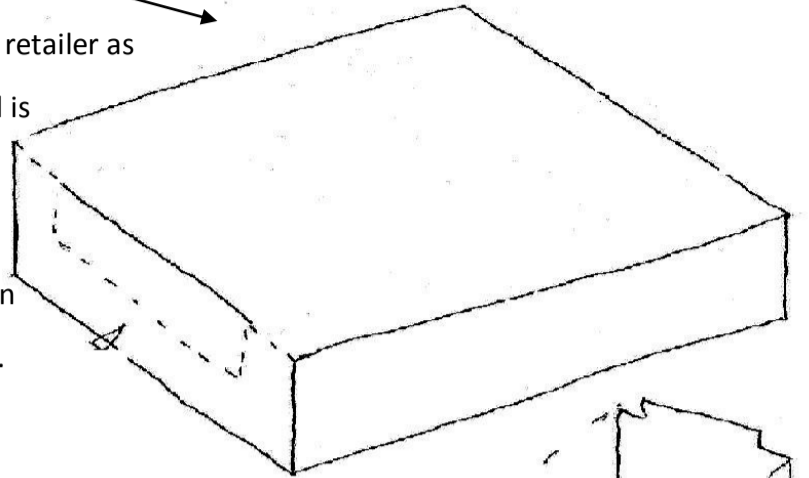


In order for the slope to be created, an extra piece of packaging should be created. This slots into the main unit.

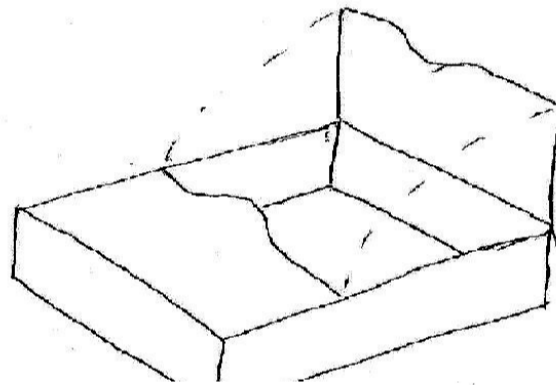


**Adjustable packaging:**

Arrives in store to retailer as simple box, the lid is lifted up to reveal a background for the product, or can be removed.



No waste!

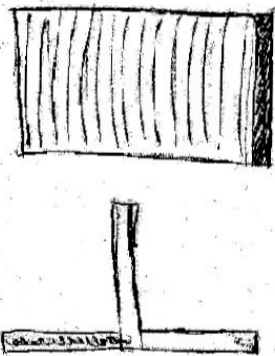
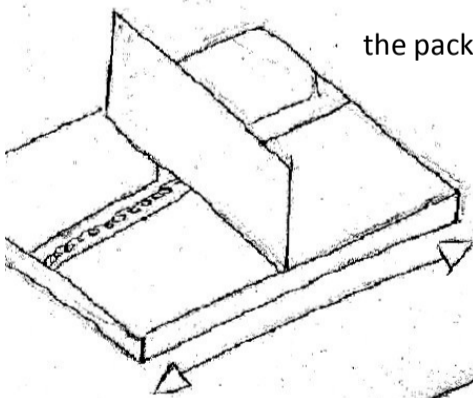


Variations in style/theme.

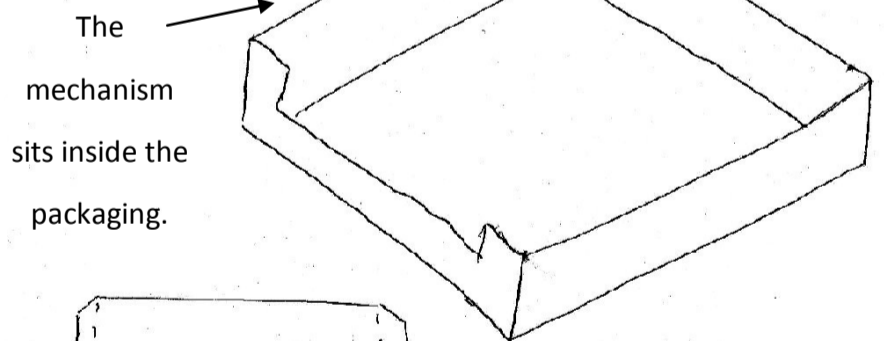
**Use of springs:**

**The pull mechanism:**

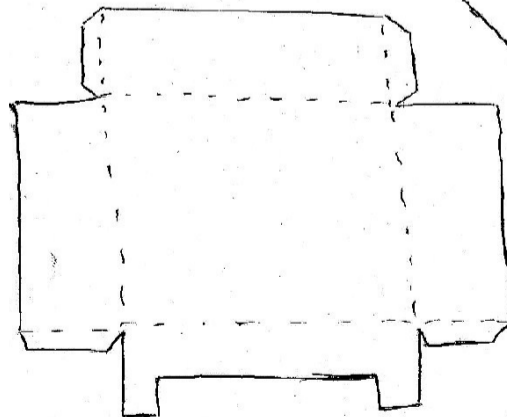
As the chocolate is removed, the spring pulls the panel and the remaining bars towards the front of the packaging.



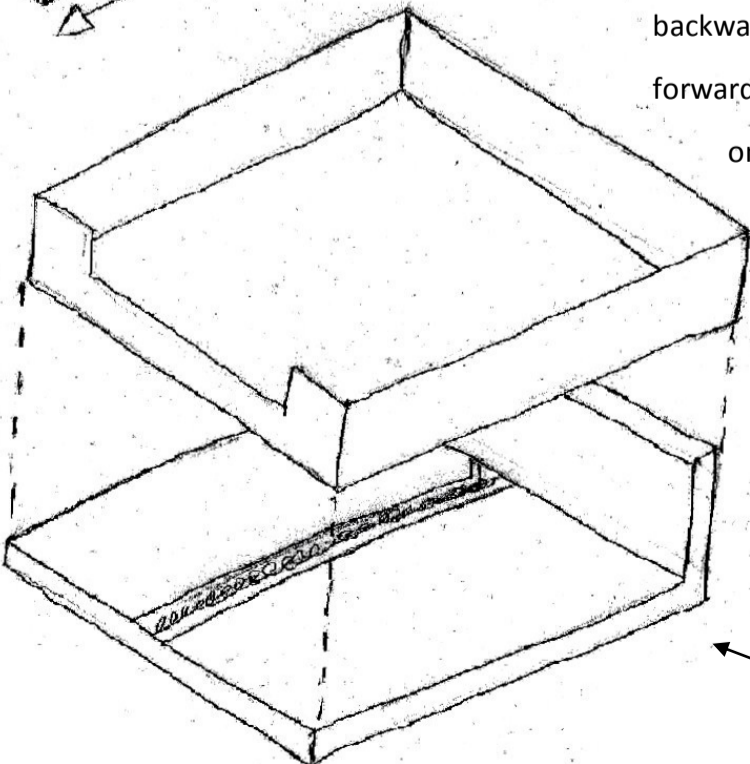
The panel shifts backwards and forwards depending on the quantity of bars.



The mechanism sits inside the packaging.



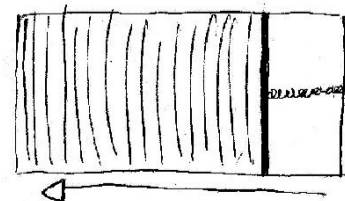
Panel



The mechanism sits under the unit in order to prevent the merchandise from breaking.

**Push mechanism:**

As the chocolate is removed, the spring pushes the remaining bars towards the front of the packaging.

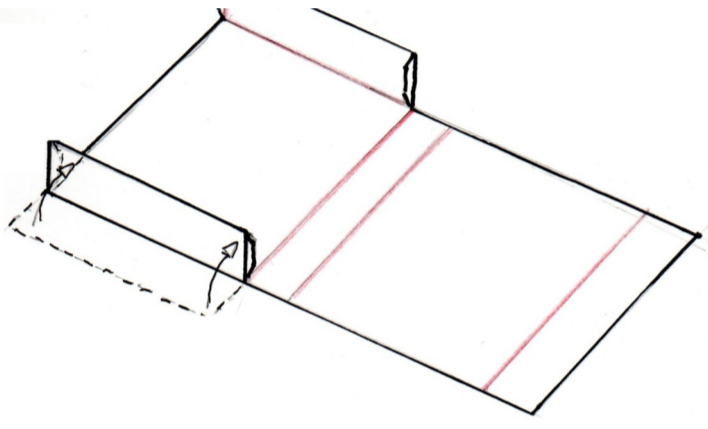
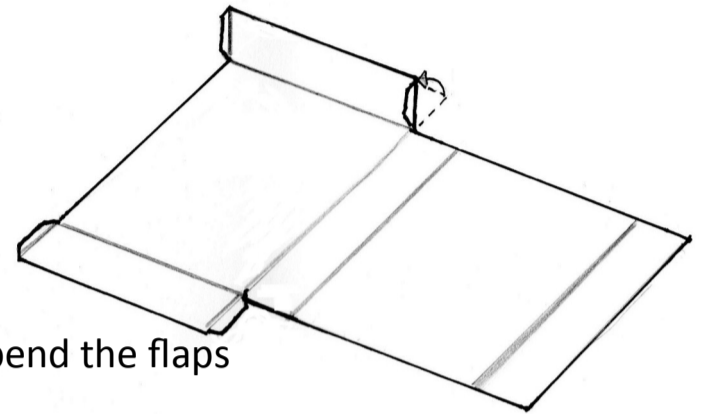


# Retail Ready Packaging:

## Assembly

### Step one:

Lift one side of the packaging and bend the flaps inwards.

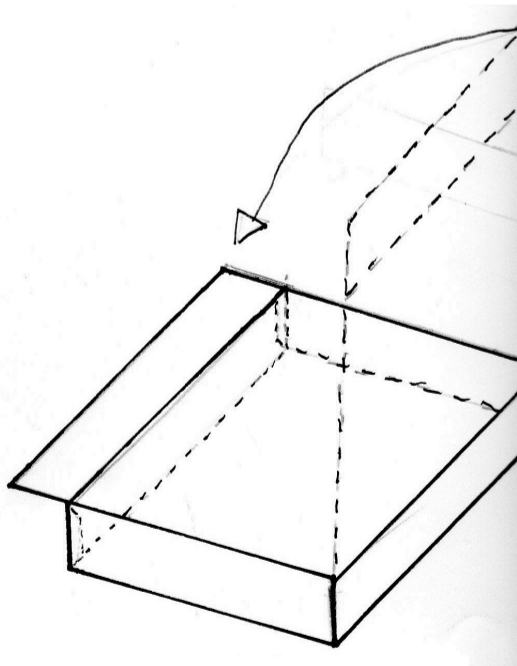
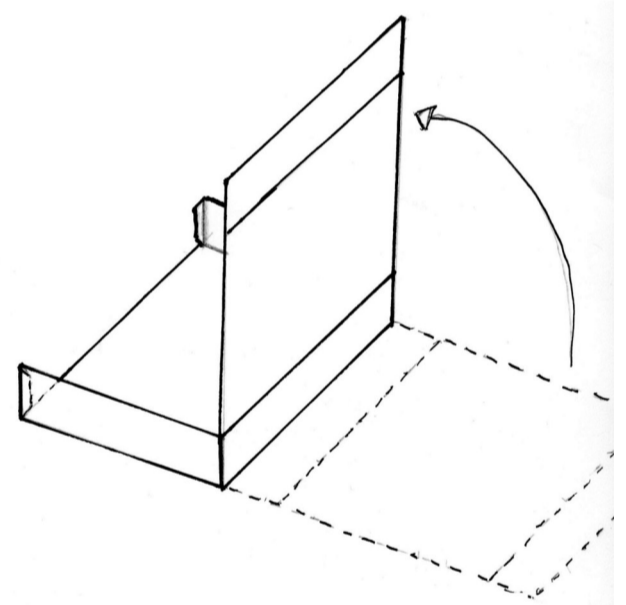


### Step two:

Lift the other side and fold the flaps inwards.

### Step three:

Lift the end up, creating an 'L' shape.  
Glue the flaps to the edge.

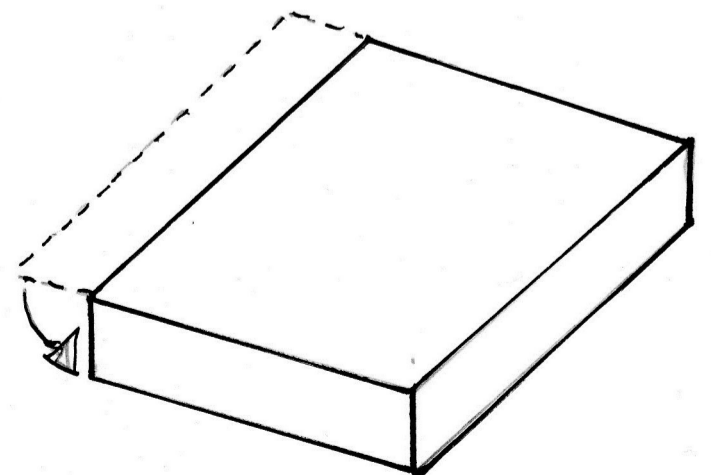


### Step four:

Bend the next section and wrap around the top-side.

### Step five:

Finally, after filling the product with the merchandise, fold the remaining side towards the flaps and glue.



THE PRODUCT IS NOW READY FOR DISPATCH TO THE RETAILER.

# Retail Ready Packaging:

The product arrives in store as a simple box.

The product is split into perforated sections.

The retailer must remove the front section of the packaging.



Once the customers have removed the chocolate, the next section of packaging can be peeled back to reveal the following set of bars at the modified front of the packaging.

## Development of product:

Product was inspired by 'adjustable packaging' concept.

Product placed on shelf, ready for display and use.

Length could be changed depending on the retailers needs.

Net of product

