Thinking outside the box

Unity's open case packaging is a minimal waste solution using fully biodegradable recycled materials. Its open concept was conceived as a way to celebrate the product and not hide it.

unity

The Concept: Celebrate the product, don't hide it

Unity's headphone is packaged in a durable translucent case which allows consumers to directly view it. This approach **limits the need for excessive packaging materials** while providing sufficient protection for the device.
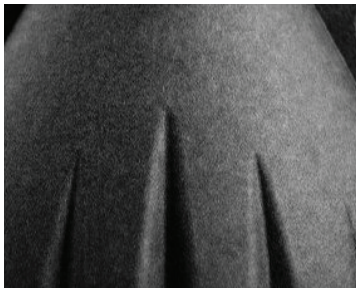
100% Recyclable and Biodegradable

The packaging is composed of **two primary materials**: Fully recyclable molded fiber pulp for the frames and thick paperboard for the graphics sleeve.

Durable Paperboard Sleeve

Fully Recyclable.
Biodegradable.
Non toxic printable ink

Molded Fiber Pulp Frames

Fully Recyclable.
Biodegradable.
Lightweight.

Moved headphones out of the box.

Unity's eco solution is **substantially lighter** than other major headphone brands packaging, including our current packaging box.

BRAND A
600g

BRAND B
1650g

BRAND C
1500g

CURRENT UNITY BOX
1500g

New Unity Packaging
180g

100% Green Energy Production

Our packaging partners use **renewable energy for all production processes**. The majority of power used is generated onsite by local clean energy providers.

Pack Up Assembly

1 6 pulp parts are assembled using **non toxic glue**

2 Three pulp frames are wrapped around the headphone case.

3 Unity peel-off stickers are applied to secure all parts.

4 The sleeve is wrapped around the pulp frames and secured at the bottom.

5 Eight units can be stacked per layer; cardboard sheets are used to separate each layer.

Unboxing experience

1 User peels off sleeve at bottom and removes.

2 Scan sleeve for QUICK START GUIDE info.

Back   Front

Sleeve eliminates the need for paper hungry booklets.

3 Pulp frames and sleeve are biodegradable and can be safely recycled.

Prototyping

We created **full scale models** to test overall proportions, and do form development.

Prototyping

During the structural development several prototypes were built with **3D printed parts** to simulate pulp and to test feasible assembly methods.