

# 2- Phase Product Redesign


## Phase 1 – Reduce Packaging Width by 50% (No change in Applicator)

*Current Design vs. Redesign*


**OLD DESIGN**

~11.5 cm      ~8.5 cm      ~2.8 cm


Parts List:




Clear box with prints for advertising and more info.



Thin white plastic tray that holds applicator.



Thin white plastic try to fill up space.




White cardboard box for structure and aesthetic.


**NEW DESIGN**

SAME      SAME      REDUCED TO: ~1.3 cm

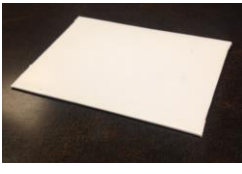
Parts List:



Clear box  
**Optional:** with prints for advertising and more info.



Thin white plastic tray that holds applicator.



**Optional:** White cardboard rectangle for back support and aesthetic.

Changes from Old design to New design

Current Design	Redesign
-Push plug and SIM ejector in baggy at back of box.	-Push plug in display with applicator. -SIM ejector in baggy behind applicator. <b>Optional:</b> SIM ejector in display with applicator (no baggy needed)
-Makes use of cardboard box and white plastic tray for filling up space.	-Remove both cardboard box and white plastic tray. <b>Optional:</b> have a white cardboard rectangle
-Clear box has print for advertisement etc.	<b>Optional:</b> if not using white cardboard rectangle for back then don't need to print on clear box, see next row.
-Back of manual has print of logo	<b>Optional:</b> if not using white cardboard rectangle for back then can print advertisement etc. on back of manual.
-Metal applicator and thin plastic tray	<b>Optional:</b> can change material of applicator to cheaper alternative and put saved cost towards slightly stronger plastic for the white plastic tray.
-Current white plastic tray is ~1.5 cm in width.	-Make white plastic tray ~3mm deeper to fit push plug for display. -Make white plastic tray's overall width cut from ~1.5cm to ~1.0cm.
-Clear box (overall product) has a width of ~2.8cm.	- Can cut down width of clear box from ~2.8cm to ~1.3cm/1.1cm (if cardboard back is not needed).

Savings of Phase 1 redesign

Savings	How?
- Save up to 50% on shipping	- ~50% decrease in width thus, can ship almost twice as much in one box.
-Increased margins	- With reduced number of parts and possibly material costs, the production costs will decrease