

PROJECT OVERVIEW

“Clearview” new product design

CLIENT
Clearview

DELIVERABLES
1 x new brand name
1 x new brand identity
1 x new logo design
1 x new product front label design
1 x new product back label design
1 x merchandise design
1 x P.O.S design

REQUIREMENTS
- Design a new grocery store product

ASSETS PROVIDED (MANDATORY)
- Designer to source assets according to their discretion.
- Designer to write the copy.



Point Of Sale (P.O.S) branded display design

CAN THE PLASTIC POLLUTION PROBLEM BE SOLVED?

MY RESEARCH FINDINGS FOR A NEW PRODUCT DESIGN & A NEW BRAND IDENTITY

“By 2050, there will be more plastic in the ocean by weight than fish” - Evo Energy.

Plastic is indestructible. It contains toxic chemicals and it takes hundreds of years to break down into small particles known as microplastics. Once broken down these small microplastics spread throughout the land, seas and air. 90 billion tonnes of plastic have been produced over the last 70 years and nearly 100% of those plastics still exist on the planet in some form today. About 20-30% of it is in use while the astounding majority of 60% exists as waste. Unlike metals and compostable materials that can degrade and break down back into natural particles; plastics are indestructible. And although many plastics display a recycling symbol, the majority of small items such as plastic straws, fall in-between the recycling sorting machines processes and are not able to be recycled. For larger plastics that are captured, there is still no guarantee that a market exists for that product to be purchased and recycled by after it is sorted. This leads to an extreme number of plastics being sorted and sold overseas. Exporting of plastic waste from Western countries to less wealthy Asian nations has caused a great disturbance globally. E.g. in March 2018, China ceased purchasing recyclable plastics under project “National Sword” as it refused to continue to be the worlds’ dumping ground. Then Malaysia began to accept the shipments being diverted to them. This resulted in mountains of plastic waste being piled up along the edge of the jungle. As a result, the government officials in October, 2018 stepped in and banned the

plastic imports only a short 7 months after China announced their ban. With nowhere to turn, the global plastic waste problem saw an uprise in illegal plastic smugglers who illegally moved the ship loads deeper into the Malaysian jungles and burned them. However, burning the plastics lead to toxic chemicals poisoning the air where in some areas an air quality reading above 35.4 is considered unsafe, returned a harmful reading rate of 123.

Today we have a global movement whereby countries are enforcing new laws to ban the use of single-use plastics all over the globe. The problem can be seen and measured globally. It has become so wide-spread that 3 large garbage swirls have developed in our oceans. They’ve been named “The South Pacific Garbage Patch” measuring 1.5 times the size of Texas, and “The Great Pacific Patch”; which consists of two swirling masses measuring 3 times the size of France. This waste is washing up on the shorelines and being discovered on our natural beaches. In 2019 a whale washed up on the shore of the Philippines and was found to have 90 pounds of plastic in its stomach. And scientists now say that all sea-birds consume some plastic as part of the food-intake as it is commonly mistaken for fish. As such, every bit counts; nothing is too small. Each and every change can have tremendous returns such as the popularised voice of the banning of plastic straws movement. The small act of simply not using a plastic straw can save the life of a turtle. i.e. some turtles have been found injured after coming up for air and inhaling a floating straw which becomes lodged in their face causing extreme pain and sometime death. Coca Cola, as one of the world’s largest plastic producers, stated in 2020 that their consumers demands

were impacting their future product considerations and investments. They noted that Millennials started the demand for eco-friendly products, and that Gen Z’s purchasing power is dictating that they refuse “to purchase brands that do not leave a positive impact or legacy on society”....And that they are asking “help me understand what you’re doing to solve these problems”. And their voices are being heard. Coca Cola noted that it’s “better to invest today to make sure we have a strong business”.

To end the plastic pollution crisis we can demand recycled plastic. While all plastics are theoretically recyclable just because something can be recycled, does not mean that it will be recycled. We need to create the markets for recycled plastics. We can demand products made with recycled plastic by supporting them with each purchase consideration where they are available. These demands will create the profitable interests for businesses that will fund the recycling plants to be set-up and for the plastics that are recycled by people in their homes to have a place to go and actually be recycled. We have over 54 billion tonnes of indestructible plastic not in use causing Earth’s plastic pollution crisis. To stop new plastic being made and to clean up the problem that exists we need to shift new production to recycled production. Let’s clean up the planet. Let’s get our plastics out of the landfill, out of the water and Back In Action by demanding recycled plastics. Change starts here with purchasing products made of recycled plastic to build a momentum to demand recycled plastic.

Every bit counts; nothing is too small. And each consideration has tremendous results such as saving a life.

be contributed towards fixing the plastic pollution crisis so long as the people are informed about it. This is true for individuals worldwide as well as for businesses.

And there’s positive news on the horizon as solutions are being developed worldwide. Here’s why the outlook looks positive:

#1 Centralise, monitor and legislate

- It is possible to centralise the plastics industry in order to monitor and legislate it. This is evident with America’s forming of the Society of Plastics Industry (now the Plastics Industry Association). It is a centralised plastics industry spanning the U.S. It represents all companies involved in the lifecycle of plastics from manufacturing of the material to plastic product sales through to plastic recycling.

- Its interests lie in providing the material wealth that plastic provides to the world as well as its active interests in protecting the environment. This is evident with their creation of the Resin Identification Code. In 1988 the Plastics Industry Association introduced the Resin Identification Code. The code’s purpose is to categorise plastics into types for manufacturing and recyclability consistency. The code makes recycling plastics possible for separating them into different types of plastic. They are numbered in order of the availability of recycling facilities set-up to recycle each type of plastic starting with number 1 being the most likely to have facilities and processes to recycle it (i.e. businesses that will buy the recycled plastic to make products from it); through to number 6-7 which have increasingly less facilities and businesses set up to recycle it.

#2 Move to legislate to produce recycled plastics only.

(For new plastics to be strictly reserved to reinforce the strength of recycling in order to prevent microplastics and to keep plastics in use).

The current state of recycling does not have the ability to fix the plastic pollution crisis. And change needs to be implemented to affect it.

Technically, all plastic is recyclable (with the exception of pre-existing micro-plastics which we want to prevent in the future by making recycled-plastics to help ensure plastics won’t degrade into small particles), however for this to be a reality we need to set up the facilities to do so; and this is an expense too great for any individual company to account for and therefore for the cost to be feasible it must be shared by companies and countries worldwide.

#3 Eco-waste incineration facilities

Waste incineration is a process that when used appropriately, can be used to get rid of rubbish and produce electricity. While illegal burning of rubbish is often associated with crimes in third world countries, in modern developed legalised processes we have actually developed the capability of state-of-the-art facilities that are capable of burning rubbish to transform it into electricity and all whilst emitting less greenhouse gasses than storing rubbish in a landfill. While the most common forms of electricity is produced by power stations who burn coal, oil or natural gas; state-of-the-art Waste-to-energy plants burn rubbish (including plastic) to produce electricity. It does this by making a fire with rubbish; the fire is then used to heat large volumes

of water, and the pressure of the steam that evaporates from the water pushes and drives a turbine to generate electricity while the facilities pollution controls ensure the greenhouse gases it produces are minimised and lower than those generated by rubbish left out in the open exposed to sun and the natural elements.

The waste incinerators in Germany, Netherlands and Scandinavian countries have these state-of-the-art pollution control waste incinerators and promote that they help reduce the costs of landfills and prevent the need to export waste overseas where increased levels of illegal dumping, burying and burning of waste occurs.

#4 Wastewater treatment

Plastic is sanitary, flexible, durable and lightweight however some of the processes to make some types of plastics includes chemicals that are known to be toxic. However, these are only toxic when they are ingested into the body. They are otherwise safe. So it is therefore important to prevent ingesting plastic into the body. This has become a concern in some third-world countries where they are producing plastics such as polyester commonly used for clothing. “The problem with...polyester (PET).... is that it contains antimony which becomes a toxic chemical if it is ingested...and the wastewater treatment at the textile industry manufacturing companies in many countries, especially developing countries are not designed to treat or capture antimony (the toxin). The good news is we do have the ability for wastewater treatment which removes this toxic chemical antimony which is used in more developed manufacturing companies.

A CLOSER LOOK AT WHY RECYCLED PLASTICS CAN SAVE OUR BEACHES

Plastic provides the world a wealth of material with a cost effective solution. As such it is now abundantly available in the world. This means that billions of people are purchasing plastic daily and

the profit margins per sale are large when compared to natural finite materials. Now, our excessive love of plastics have presented a rubbish/pollution problem and with the world as interconnected with

the internet as it is now, billions of people worldwide want to solve the plastic pollution crisis and are willing to pay for it. This means a portion of the profit margin each and every plastic sale has the potential to

SOLUTIONS - AN IDEAL LIFECYCLE OF POLYESTER/ PLASTICS/RUBBISH TO WORK TOWARDS

1. Polyester to be produced by manufacturing companies who take care of their part of the process by treating their wastewater to capture the chemical, antimony. (This approach can be applied to each type of plastic production and its specific environmental and safety requirements).

2. The end-user disposes of it in the rubbish bin or recycling bin at the end of its use.

3. IF DISPOSED OF IN THE RUBBISH: The rubbish is incinerated and transformed into electricity in a state-of-the-art waste incinerator that have pollution controls in place to ensure

greenhouse gases are minimised to less than that produced by rubbish left out and exposed to the sun and natural elements.

4. IF DISPOSED OF IN THE RECYCLING: Legislation is enforced so that recycled plastics become the only available type of plastics in the market. This will ensure

recycling facilities will be funded in order to produce plastic. And that any new production of plastic will be utilised to reinforce the strength of recycled plastics to enable them to be re-used thereby decreasing their carbon footprint dramatically with each re-use/ each new life cycle. And most importantly keeping it in use and preventing the possibility of it becoming pollution. This prevents plastic from being ingested as it is when plastic is ingested that it has the potential to become toxic, otherwise plastic is an incredibly

strong, mouldable, light-weight and sanitary material that provides an incredible material wealth to man world-wide and eases the strain off of the environments limited natural resources such as wood, metal and stone to sustain man's increasing population needs and innovations of future developments.

SUMMARY

The people's power can build the momentum for the necessary changes to take place that can end the plastic pollution crisis. The power of the people can be

enforced with each purchase decision by favouring and choosing products that already have products available made from recycled plastic. Each time a recycled product is purchased we are a step closer to saving our beaches, saving our beautiful planet, and ensuring the future generations won't inherit the plastic pollution crisis. Change is in our hands. Change happens with each purchase. Choose 'made from recycled plastics' to end the plastic pollution crisis.

By Melissa Sherley

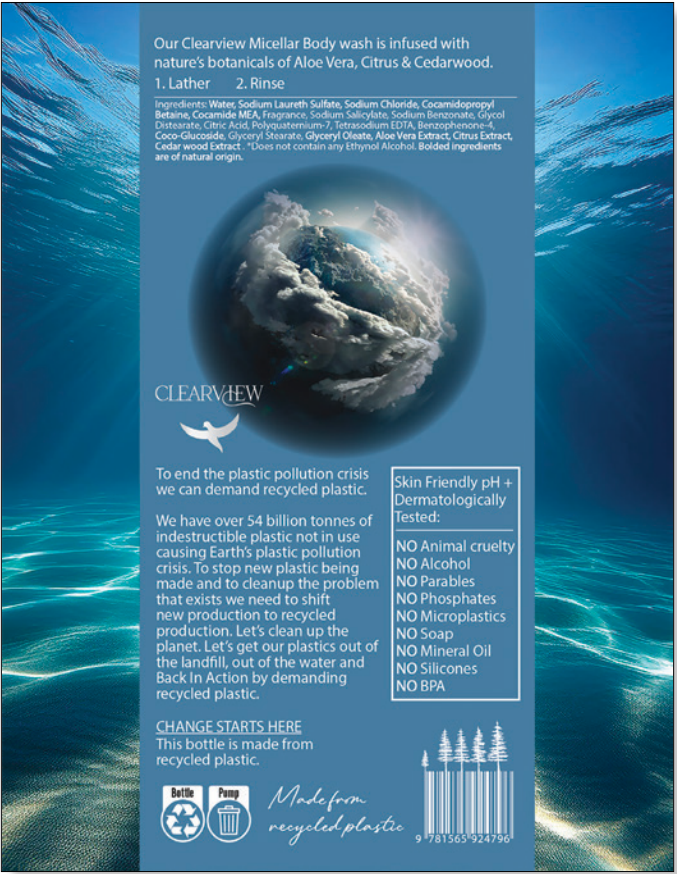


NEW BRAND NAME AND LOGO DESIGN



Front labels' brand message

Recycled plastics can help save our beaches. See how.

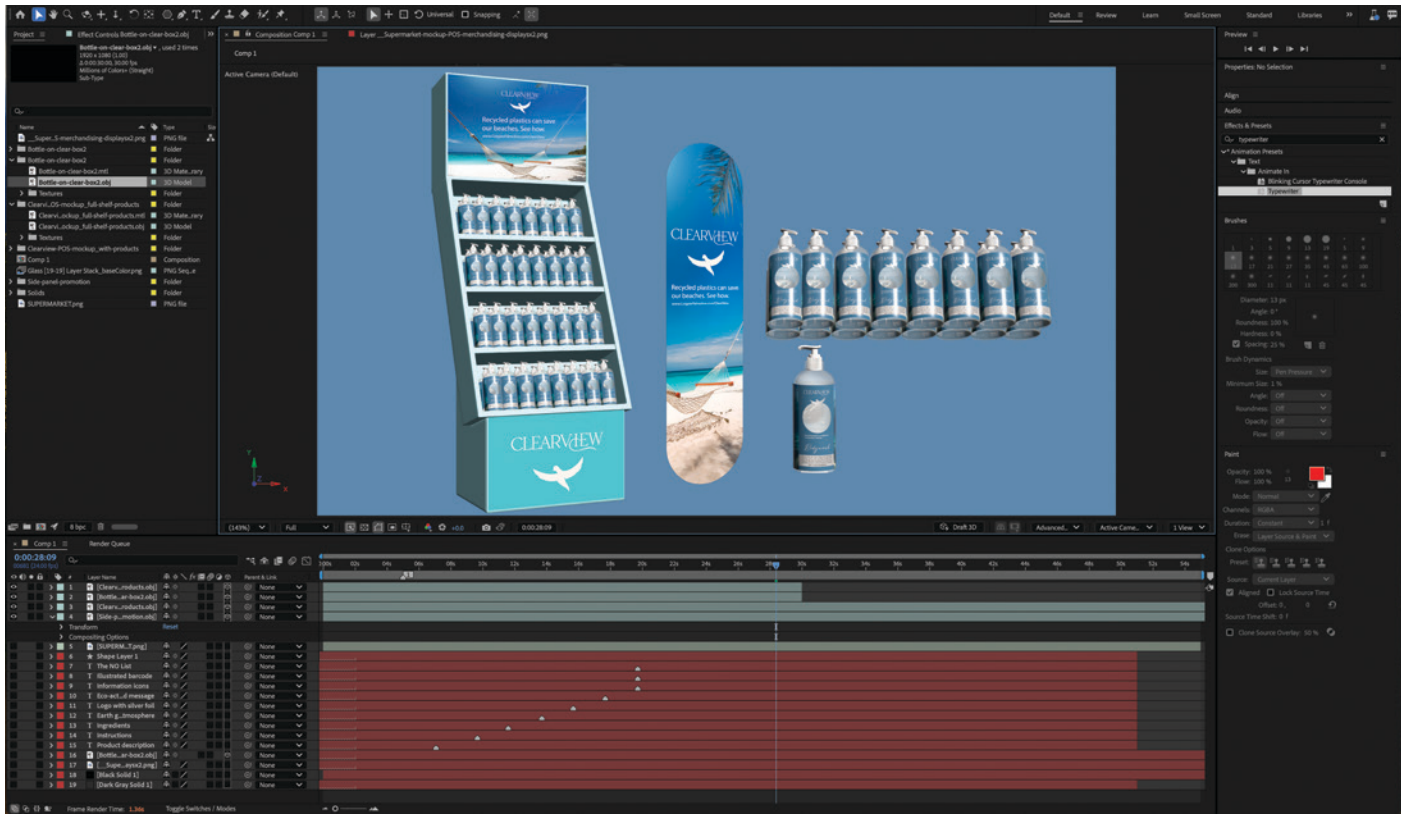


Back labels' brand message

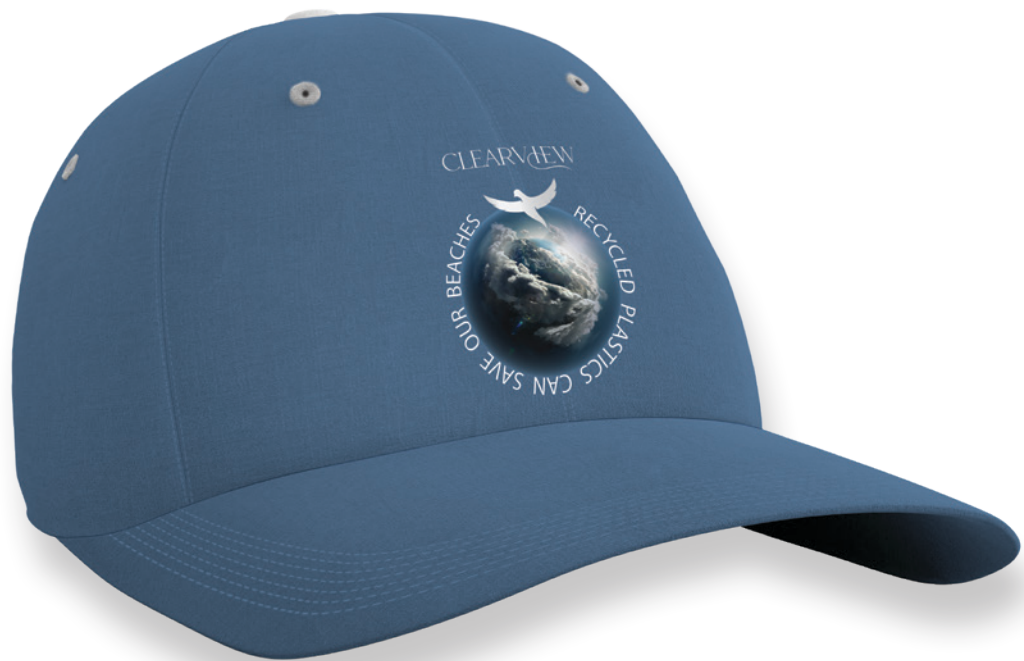
To end the plastic pollution crisis we can demand recycled plastic.

We have over 54 billion tonnes of indestructible plastic not in use causing Earth's plastic pollution crisis. To stop new plastic being made and to cleanup the problem that exists we need to shift new production to recycled production. Let's clean up the planet. Let's get our plastics out of the landfill, out of the water and Back In Action by demanding recycled plastic.

CHANGE STARTS HERE
This bottle is made from recycled plastic.



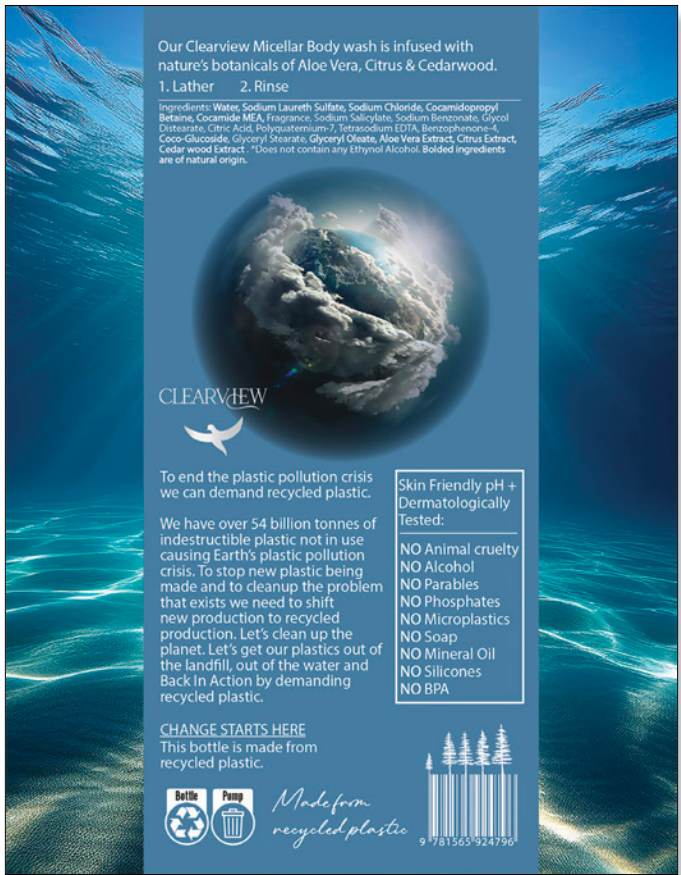
P.O.S DISPLAY DESIGN MOTION GRAPHIC - First I designed the labels in Illustrator and Photoshop. Then I created the mockups in Adobe Dimension. And pictured above I am re-creating the designed POS displays in After Effects and creating a motion graphic design of the display.



MERCHANDISE - HAT DESIGN



FRONT LABEL COPY & DESIGN



BACK LABEL COPY & DESIGN

