

Introduction

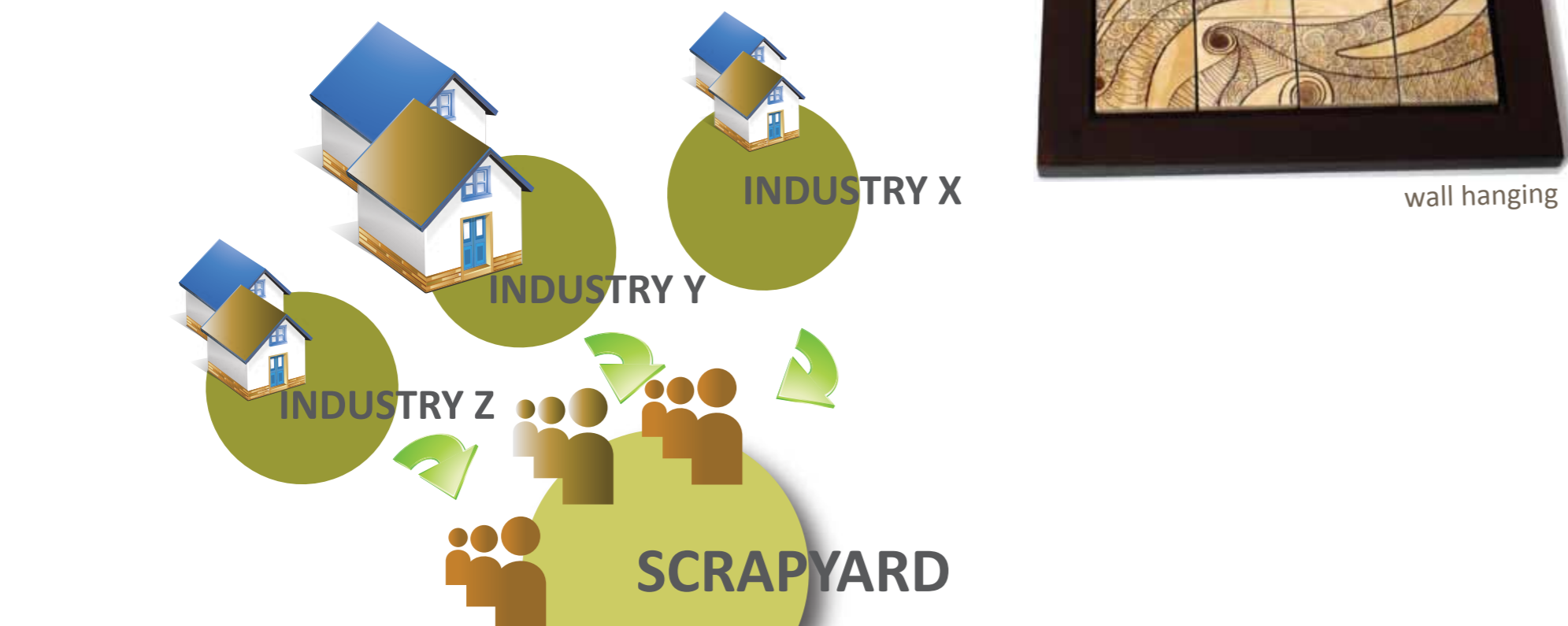
Timber and wood based materials like plywood have been used for packaging from a long time. The used packaging timber in India is used for repacking, as firewood and low-end interior decoration purpose. Sustainable eco-efficient repurposing of used packaging timber forms the basis for 'DESIGN THINKING FOR RE-PURPOSING USED PACKAGING TIMBER'.

design thinking for re-purposing used packaging timber



Problem or an Opportunity

Being an Unorganized sector, unpredictable availability and supply of raw materials is one of the major hurdles for repurposing of timber and wood based packaging materials. Hence, strategize and design, based on raw material availability.



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Approach

- Design-led thinking
- Designer craftsman approach
- Designer entrepreneur
- Value-addition
- Re-purposing
- Contextualizing the design by utilizing traditional talent
- Use of specific and varied production techniques
- Opportunity for skilled labor intensive employment generator
- Design interventions to be socially, environmentally and economically sustainable



Future course of action

- Designing, Producing and Marketing of varied product categories.
- Involving architects and interior designers to design and produce signature architectural accessories like handles thereby increasing product reach and range
- By designing and producing affordable and accessible sports lifestyle products
- Corporate gifts made of repurposed material to be promoted as a norm by corporates as part of Corporate Social Responsibility(CSR)
- Achieving a wider reach through the involvement of philanthropic individuals and organizations to distribute affordable, durable and child friendly educational products in schools
- Reviving and popularizing traditional games from around the world by making them accessible and affordable

