

Sullivan Container

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Brainstorming

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Idea #1: Shoe label cover

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A detachable logo protector

Benefits=Avoid risks of being mugged or killed over shoes

Drawbacks=Might need several label covers; Possible damage to the shoes; Would avoid the purpose of buying shoes; Could scare off customers



Idea #2: Tupperware Label



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Started with a project: Took a hours to organize Tupperware, difficult to match lids with containers

First thought that having a numbering system would benefit organizing this storage, but saw a greater need of indicating the contents and date(s) in the container

"The best way to get a good idea is to get a lot of ideas." - Linus Pauling, The Art of Innovation

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Alternatives

Stickers - Already been done

- Look outdated
- Won't re stick
- Not water resistant
- Waste of paper



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Dry Erase

Consumer could damage the label
by using a permanent marker

Trendy, very popular
networking and ph
sites

could damage the label
permanent marker

Chalkboard

Trendy, very popular on social networking and photo sharing sites

Washes off easily



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Magnets

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Painting chalkboard paint onto the Tupperware, it would wash off in warm water

When washing or not using the Tupperware, the magnet could be placed on the dishwasher or refrigerator

The Tupperware Label would also have a dual purpose as a writable magnet



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Benefits and Drawbacks

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Benefits

Labeling storage items, or using the Tupperware Label as a note magnet

Solving the problem of having things thrown away too soon or being kept in the kitchen for too long

Avoid chance of damaging the container

Low cost = Michael's chalkboards \$10/10pk;
\$2/8pk magnets



Drawbacks

Making sure that the top magnet is in place before using the bottom magnet

Magnets could have difficulty staying in place