

#### The product

Flexeeze

#### What is the problem to be solved?

It happens to everybody. You cut your finger, rush to get a sticky plaster or bandage strip, then struggle to unwrap it and put it on your finger. Wouldn't it be great to be able to keep the bandaid clean and free of germs but make it easy to get one out of its packaging quickly?

#### Challenge

Society, Design and Now: For the entry that best solves a problem in society that they identify.

#### The solution

Bethany Ryan clearly identified a problem to be solved; the 'hard to unwrap bandaid' problem.

- 1) The solution uses existing technology, a dispenser with tear off serrated cutter similar to a sticky tape dispenser, in a new way.
- 2) The product is clearly identified with relevant graphic and other information.
- 3) The total solution is attractive to the target audience and appealing to use.
- 4) A self adhesive label on the back allows the dispenser to be stuck to a fridge or cupboard door so it can always found.

#### Southern Cross Packaging Design Awards

Gold, 2005 Southern Cross Package Design Awards, "Society, Design and Now" brief, sponsored by Packaging Council of Australia.

#### KEY IDEAS How/Why is it innovative?

- 1) Clear design
- 2) Uses existing technologies whose manufacture is clearly understood
- 3) Addressed a number of issues: protection of the bandaids, dispensing the bandaids, clear identification of the product
- 4) Water resistant container
- 5) Easy to store and place securely so it can be found quickly when needed



### Who is it for?

Everyone who has ever cut their finger or grazed their knee.

### Materials

- 1) Hard plastic sealed container
- 2) Band-aids on a dispensing roll
- 3) Adhesive pad on the back to affix it to a vertical surface

### Who were the team?

Student: Bethany Ryan  
Institution: Swinburne University of Technology  
Bachelor of Communicative Design

### Find out more

<http://www.swin.edu.au>

### Key words

adhesive, dispensing, convenient



## STUDENT INQUIRES

- What do you like about this?
- What would you make even better?
- What don't you like about this?
- What would you do to fix this?
- How would you solve this problem?
- What else would you do with it?

### Definition: What does Innovation mean

Innovation is the act of introducing something new and significantly different. It can be a new thing, idea, or even a behaviour pattern into a culture.

### Why innovate? – The Golden rules

- To minimise the impacts arising from disposal of used packaging
- To conserve resources: natural, other materials and energy
- To encourage reuse and recycling at all stages of a product's life
- To make people's lives easier, safer, more pleasant or cool (aesthetics)