

Go Options



Molder: Hallink RSB

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Material Supplier: Preform Solutions Inc.

Designer: Michael Schroeder

Product Description



international plastics design competition



Go Options™ is a total “packaging system” able to sell complimentary items. The new package is designed to be familiar to consumers, yet also distinguish itself through various value-added innovations and premiums. The new package understands molding at production speeds as well as attaching an item efficiently - utilizing automation and not just hand assembly. The unique recess makes this possible.

Why is the product innovative?

Consumers today require a healthier place for self - as well as the planet. The goal for the new package design is to make significant strides forward for both.

Healthier Foods and Beverages are focused around functional ingredients. Go Options™ cues innovations that provide an added functional “kick”. Next Generation Food and Beverage teaches advanced nutrition that is customized to meet the needs of the person. Therefore, Go Options™ was designed to perform in this new era of mass customization.

In addition, contemporary science teaches that the highest efficacy is achieved if certain nutrients are formulated in a liquid and some are better formulated in a solid. Therefore, Go Options™ is the first format that can effectively carry both in a commercial on-the-go format. Consumer’s recognize it as a package that keeps up with their pace.

Today, smaller environmental footprints are also required of any new package. Therefore, the bottle’s unique design understands the use of PET plastics, mold-ability and the use of preforms. The bottle is designed to be reloaded as a “multi-use” package. The unique recess makes this possible. In this way, sustainability is achieved beyond any “single use” package. Water is so heavy that it weights out a truck before it can be “cubed” out. When attached with concentrates - the new package actually offers consumers the choice for the second drink (or refill if it is a household product) to come from tap water. Even one reuse saves huge amounts of solid waste and emissions from negatively impacting the environment. In return, significant cost savings are delivered to the manufacturer. Go Options™ understands Social, Environmental and Economic benefits must all be concurrently delivered.