



Unique lunchbox Category: Food storage

MARKET

The food storage market is huge in every country, people going to offices, malls, working at remote locations. Not all have access to microwave to heat their food and end up eating stale or cold food. Volumes could be 10 lac per month.



MANUFACTURING

It's a metal and plastic product, could be over molded integrated with electronic system and power connection.

It has a unique cover design that also adds value in the whole system.

OBSERVATION / TREND / PROBLEM

Observation

- A lunchbox is a personal carry item, packed in the morning and remains till afternoon.
- Many people like warm food and either have copper or insulated boxes that claim to keep the food warm.
- Usually the roti and pooris are crumpled.
- People often like a mix in their food – bread, rice, curry, pickles, salads, dessert, papad, etc.
- Hot food in the box packed in the morning becomes soggy by afternoon due to humidity.

OVERVIEW OF THE IDEA

The solution is to bring in a new elements to the lunchbox that can be plugged in to the system on the desk and have an inherent heating system. The lunch box is designed to hold the roti and poori in unfolded position and can have designated areas that get warm or remain cold [Like curd salad or pickle need not be warmed]

VALUE

The technology integration gives the person a good warm food at the desired time, without waiting in queue or warming the entire food. The food is partitioned for different warm or cold levels.

VARIANTS

The product can be made in many colors, sizes and shapes. It would be a designer's work to create numerous patterns keeping the same technology in place.

Disclaimer: The idea explained here is only to give an insight that a product can be made catering to this domain, that is answering a need.

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