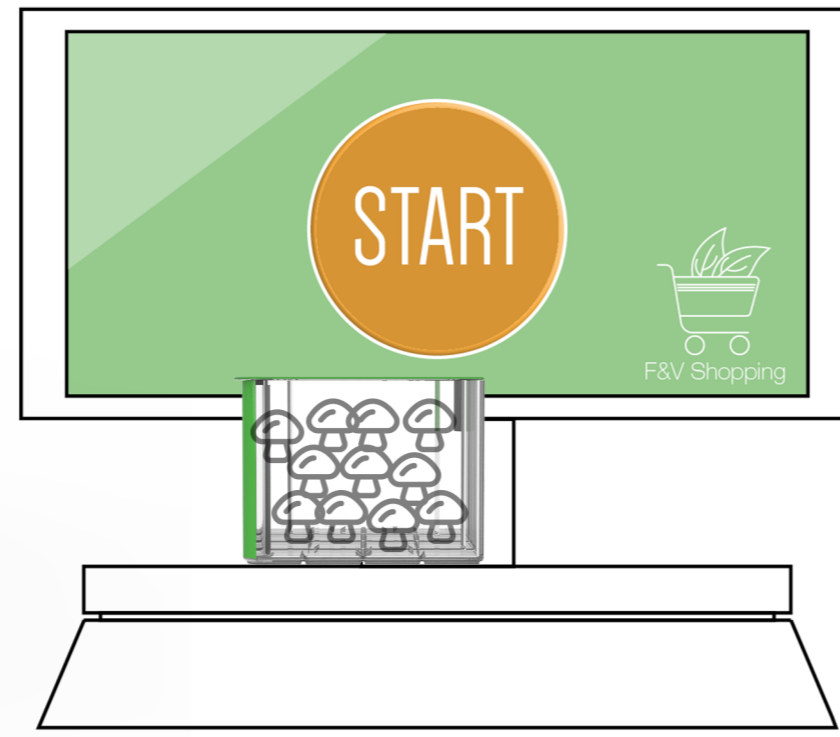# THE GROCERY TREE

A reusable and convenient packaging solution, for fresh fruits and vegetables
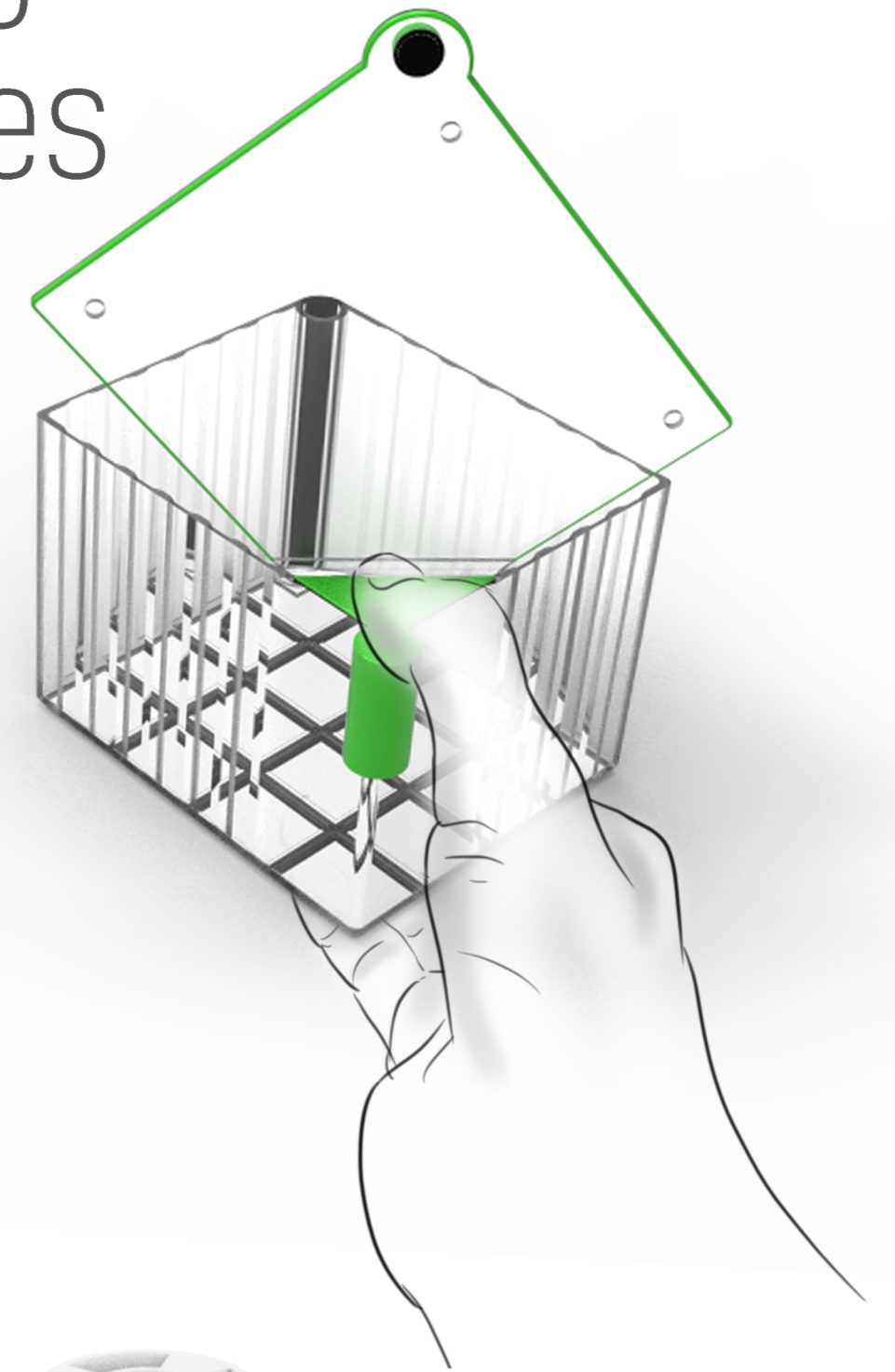

1. Filling packaging with unpackaged fruits and vegetables.

2. Weigh fruits and vegetables with grocery tree on the scale.

3. Scan unique QR-code with IOS/ Android app. The app creates a list, which is scanned upon grocery purchase.

4. The grocery tree is modular and versatile, allowing for optimal use and storage.

THE GROCERY TREE

The grocery tree forming part of my graduation project is the culmination of my education at TU Delft.

The grocery tree is a convenient reusable concept that supports both consumer and producer to encourage a reusable behaviour using unpackaged groceries.

The grocery tree consist of four components: The tree, the packaging, the app and the scale. The tree is the part whereby the packaging are held. The tree has the ability to hang eight packaging modules all of which is manufactured from strong, sustainable and reusable materials. The packaging is available in multiple dimensions to package a plethora of different shaped fresh produce. The packaging is user friendly and highly functional with enclosure of compartments secured with a diagonal lid.
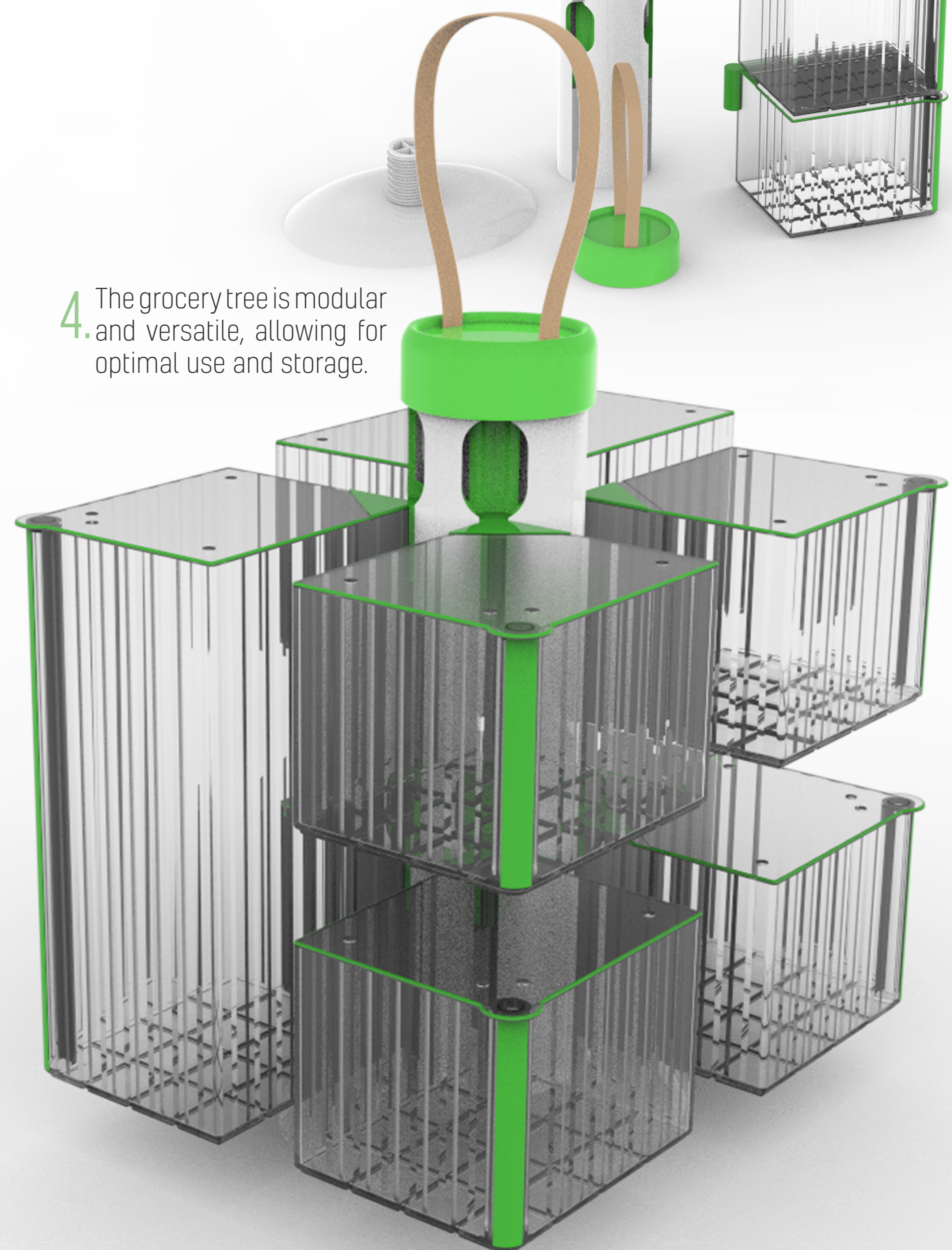
To support the consumer in the supermarket an app and a scale are developed. The app saves the groceries reduces packaging a streamlined the purchasing process reducing time spent with the supermarket. The app provides information about the fruits and vegetables including where it was produced and expiry details. The scale has pre-settings for the packaging, so that the consumer can weigh any taken fruits and vegetables. The app and the scale replace barcode stickers, by using QR-code technology which additionally reduces non degradable waste.

Benefits of the grocery tree

· The packaging can be removed from the tree every time making it modular and highly versatile to fit consumer needs.
· The packaging and the grocery tree are designed for reusage, to save packaging materials and reuse landfill single use plastics.
· Multiple sizes of packaging can be hung from the grocery tree.
· The consumer can pick his or her own desired amount of fruits and vegetables, to prevent food spillage and optimise use.
· Information available to the consumer about purchased fruits and vegetables, along with order history are detailed through the app.
· Packaging that opens diagonal, for easy filling, closure and produce security is ensured.

Nathan Blaak
The grocery tree, a reusable packaging solution, for fresh fruits and vegetables.
19-07-2019
MSc Industrial design IPD

Committee Prof. dr. Balkenende, A.R.
M.Sc Sypesteyn, M.

TUDelft