**PROPOSAL:** From Boxed Water to iPod Case

**OBJECTIVE:** To create a proposal for how “Boxed Water” cartons could be re-purposed.

**AUDIENCE:** More and more people are using iPods, so this audience may encompass both younger and older age groups.

**IDEA:** In today’s society, most people have iPods. It is often difficult keeping them from getting damaged or scratched, so putting them in a protective case can prevent this. Converting Boxed Water to an iPod case is a way to upcycle and will be popular with today’s technological society.

The template for the iPod case will be on the inside of the Boxed Water carton. After drinking the water, consumers will be able to open up the carton and view the inside template. They will cut along the template and fold along the dotted lines. The template will be easy to make. A circle is cut out of the top of the case, so that the cord from the earbuds can be pulled through it. In this way, someone can easily listen to their iPod while it’s being protected in the case and carried around in their purse or bag.

The case is slightly larger so that it fits the iPod comfortably. It also has a flap that fits into a small slit towards the bottom of one of the sides, so that the case closes, keeping the iPod inside snug and protected. The instructions for the case are on the following page.