

**GOLD**



**STARPACK  
AWARDS  
2003**

# Delivering the whole package. Royal Mail SafeBox



Lucid group

packaging and promotion

**'...It takes a few minutes to realise just how clever the design is...'**

Jonathan Berg,  
Association of Clinical Biologists

**Lucid Group created the only pack in which infectious substances can legally be sent from a post box**

#### **Brief**

Royal Mail delivers thousands of fragile or hazardous diagnostic specimens daily. We were asked to develop a safer delivery System, compliant with new regulations

#### **Understanding the process**

At labs, surgeries and mail depots we analysed the life cycle of existing solutions

Concurrently Lucid's team researched patents, regulations, materials, processes and standards. We identified a series of opportunities helped shape a design brief

#### **Developing ideas**

Ideas included bags, boxes and packets. With help from security, legal and scientific experts, these were refined into a rigid container concept

#### **The breakthrough**

Several materials were used to achieved an optimum combination of flexibility, stiffness and memory.

#### **Interaction design**

Sketch models helped create an intuitive design that was strong, tamper evident but easy to open and close. More detailed test prototypes were used to gauge consumer and union reaction.

Design for disassembly ensured parts could be separated for recycling. Formal risk assessment and independent destructive testing were essential to gain UL approvals.

Lucid Group managed the production of tooling and first off production.

#### **Result**

**Safebox is tamper evident, incredibly rugged and recyclable Royal Mail has licensed the design internationally**

**The Institute of Packaging awarded SafeBox the annual Starpack Gold for innovation**

