



- JAMES MCRAE & LEALAND STACK



12 PACK VERSION

For the 12 pack shape we went with 6x2x1 so that we had a bunch of space for design and also because it fits perfectly in your pocket!

WHY EXACTLY THIS SHAPE?

6X2X1



- Our shape has decent stacking ability but its shape allows it to fit in your bag or pocket perfectly.
- We also have a lot of space to decorate our chocolate bar.

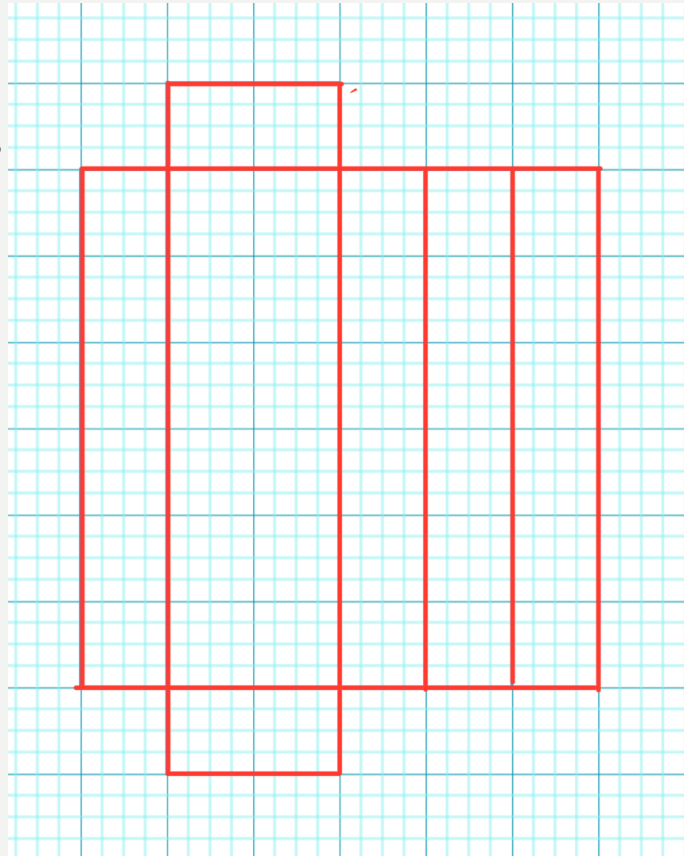
3X2X2



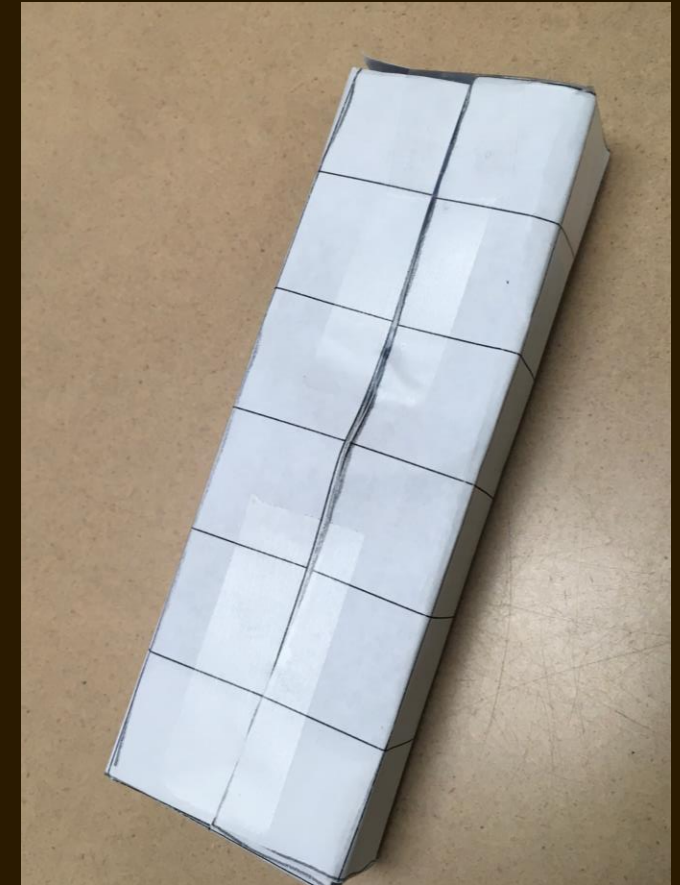
- Although it has good stacking ability it doesn't fit in your pocket well because it's 3D.
- It might be better for economics but you don't really have any space for decoration.

BENEFITS

- Minimal size and shape – even though we had had 12 pieces to use, we still managed to make a portable chocolate bar!
- We also chose this shape for its area that we can decorate on.
- Great economic benefits



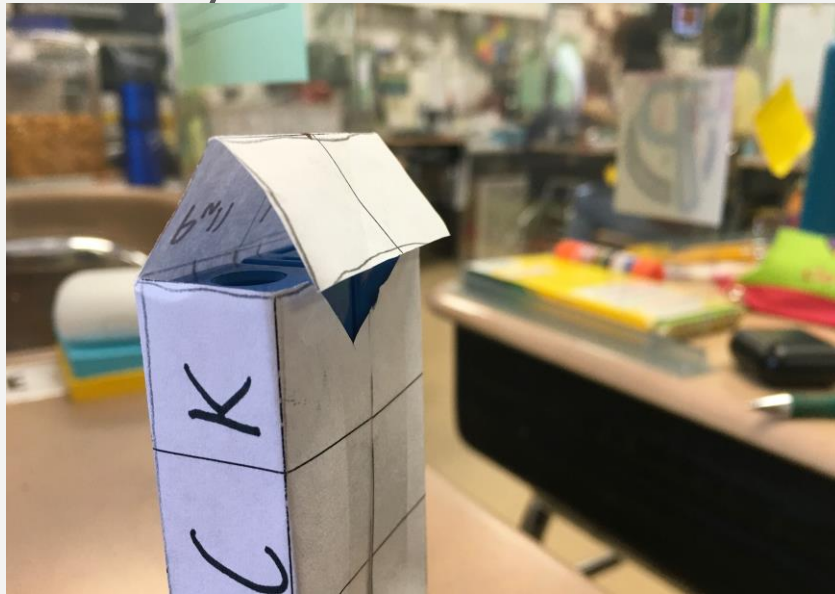
**IT'S MINIMAL SIZE
AND SHAPE ARE
GREAT FOR
PORTABILITY!**



PORTABILITY AND CONVENIENCE

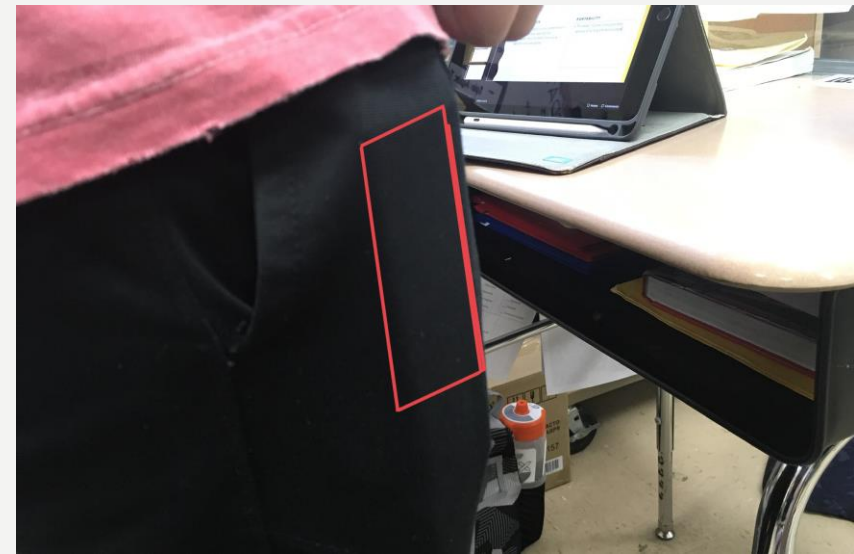
CONVENIENCE

- The 6x2x1 12 pack is very convenient as it has a flap for easy opening once purchased. Also, the 6x2x1 has easy to separate chocolate pieces similar to Hershey bars.



PORTABILITY

- The 6x2x1 12 pack is very portable because of its long and skinny shape



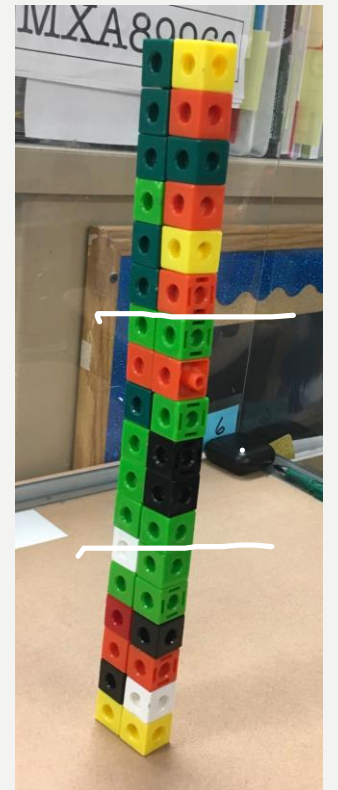
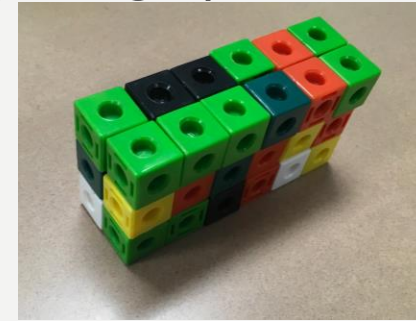
ECONOMIC EFFECTS AND STACKING ABILITY

ECONOMIC EFFECTS

- The 6x2x1 has great economic effects as it has a small surface area, needing much less wrapper than other 12 packs such as the 12x1x1. The 6x2x1 has a 40 square units, needing less wrapper than other packs.

STACKING ABILITY

- The 6x2x1 has great stacking ability in many forms making it easy for shipping and storing in large quantities.



THANKS!

WE HOPE YOU CHOOSE OUR
CHOCOLATE BAR!

