



Ooey Gooney and Co.

New Design Suggestion!

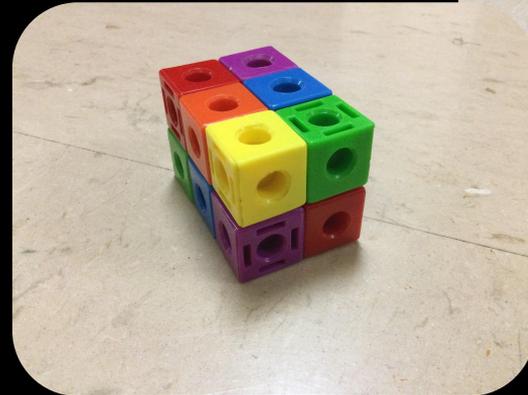
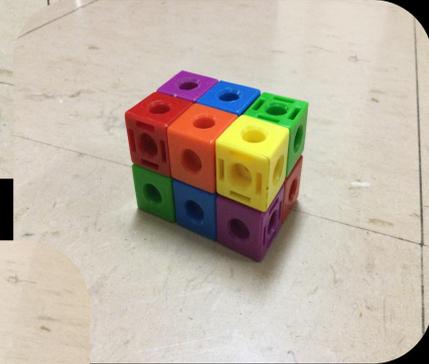
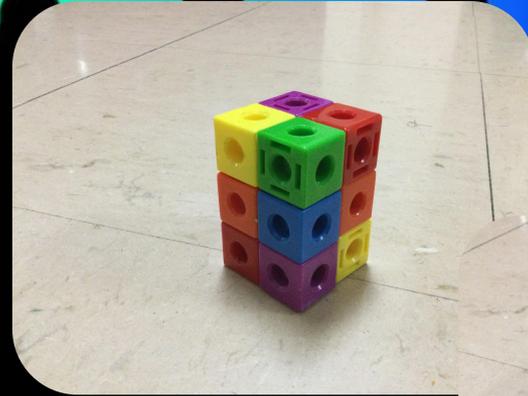
*Design from the newly hired
Sally Gandhi and Ava Kramer*

Here's The Math!

When we were for the surface area, we looked at the one of the side faces and multiplied that by four because we have four faces that are the same surface area. Then, we looked at the top face and multiplied it by two because there are two faces that are that same size.

$$(4 * 6) + (2 * 4)$$

(Sample only! Don't eat things that touch the floor, *James*)



But wait a minute...

You may be saying, "wait—" but i'm going to have to cut you off right there! I know that there are other good ideas and designs; one is more portable, one might be more appealing to people, one might be cheaper. But if you take a closer look, you will realize that even though there is good in a few ways, they still aren't the best in others. Ours isn't the best in some categories but it still is best out of them all. This design has very little packaging, earning us more money per bar, and it also leaves a smaller carbon footprint since less packaging is going into the oceans.

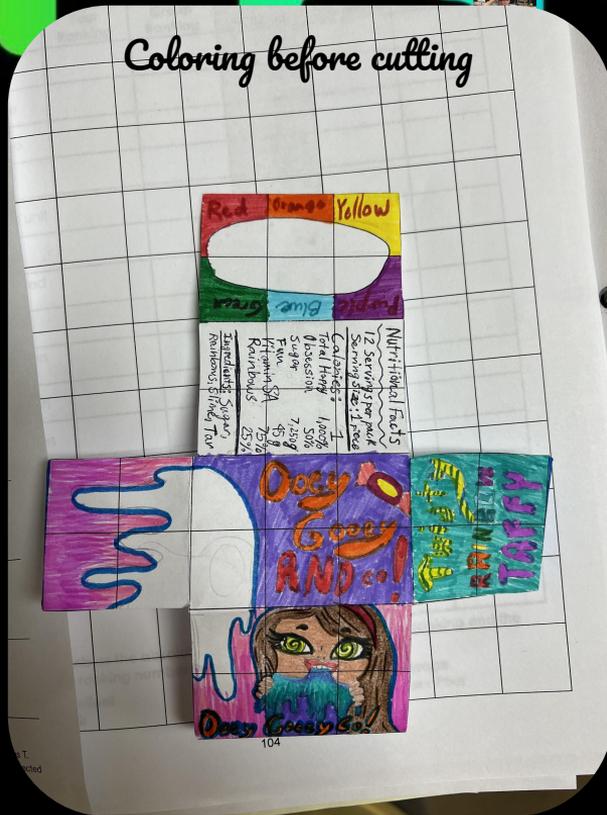


Here's Our Process!

Sally's original sketch



Coloring before cutting

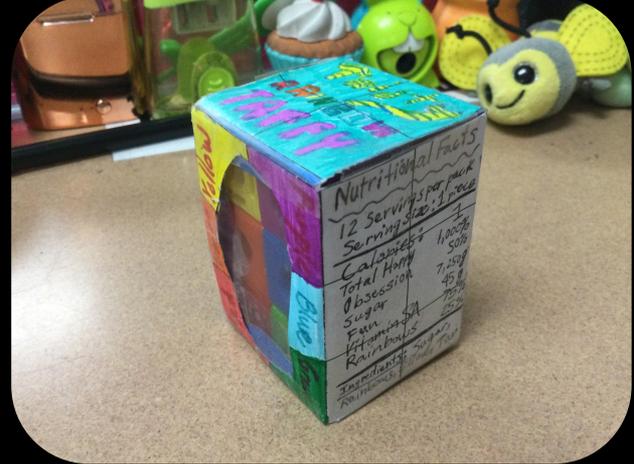
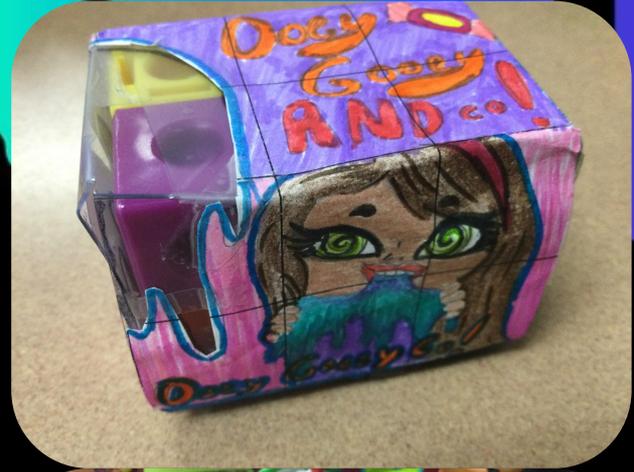


Link to our time lapse:
<https://photos.app.goo.gl/7bi3mnrPM7cx8aL78>

Link to our design video:
<https://photos.app.goo.gl/B64norefdAFeDse9>

Graphics

On our product, we have a clear part for consumers to be able to get an idea of what the product really is. On the package, we have a graphic girl chewing on a cartoon-logic version of taffy, and we also explain which flavor the consumer has picked up. According to neurological studies, bright colors attract and grab attention of people, so we wanted neon flares. Nutrition facts are added for those who care.



Why we chose this shape

We chose this shape because of its stackability, portability, economical reasons, and ecological reasons. This allows us to support Ukraine (more about it later) because of its flag like shape, we save the environment since it produces the least amount of trash, earns the company more money per bar, and it also fits in pockets and is easily stacked for transportation.

Researching Box Designs

Suppose that you are working with the Ooey-Gooey Candy Company. They have 12 caramels, with no wrapper, and you are to make a box for them. The box must hold exactly 12 caramels, with no extra space. You must select one design to recommend.

1. Working with grid paper, design a box. Cut it out, fold it, and tape the box together.

2. Use the chart to help you organize your research on the boxes. The first row has been filled in as a sample. It shows one possible net. Can you find another?

Dimensions of the box	Volume of the box	Net	Surface Area
12 x 1 x 1	12 cubic units		50

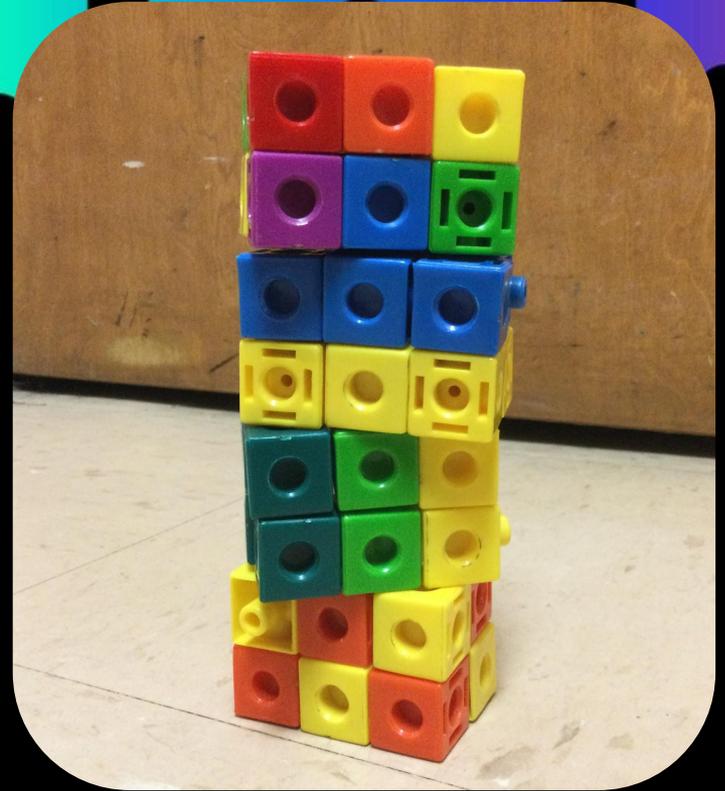
Researching Box Designs* is part of the activity Wrap It Up! which has been adapted with permission from Lapp, T. William M. Fitzgerald, Susan N. Friel, and Elizabeth Dilanis Phillips, *Filling and Wrapping: Three Dimensional Mathematics Program* (Palo Alto, Calif.: Dale Seymour, 1998), p. 16.

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through Measurement in Grades 3-5

Stackability

Our design is very stackable because it has large surface area on four of its faces. They resemble a brick, which means that they are easy to stock up on a shelf or any other type of storage. Also, they can easily stack up in trucks when being delivered to purchasable areas.



(Stacked slanted for aesthetics, but actual product can stack flawlessly)

Portability

Being so compact, it is as easy as 1-2-3!
All you have to do is have a type of
containment that is able to store
something that has the measurements of
 $2\frac{1}{2}$ in. * $1\frac{1}{2}$ in. * $1\frac{1}{2}$ in. It is the
most compact of the choices, meaning it
takes up the least space.



Economic reasons

Our packaging helps the company with money. Since we picked the packaging with the least amount of surface area, the packaging costs less. We will be selling at the same price as any other flavor.

For example: the bar costs \$4 to buy, and the candy and wrapper together take \$1 to produce. This gives the company a profit of \$3 for every bar sold.



Ecological Reasons

Many people nowadays become concerned with how much waste is getting produced, but we found a good way to avoid that! Our product is no longer individually wrapped by serving size and the 12-pack wrapper is made of recycled and recyclable plastic. It also mainly consists of biodegradable paper, cut from self-raised trees so then no habitat is lost.





Thank you for considering our design idea!