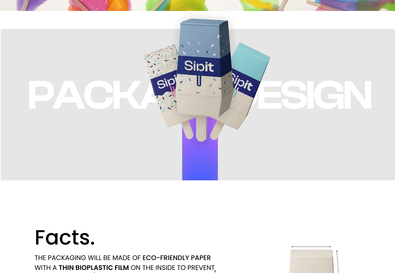
Sustainable Packaging Design.





WHAT IS IT?

Say goodbye to sticky hands and messy drips! Sipit is a thoughtfully designed popsicle packaging solution that puts convenience first. Our innovative cover features a built-in container that discreetly collects melted liquid as you enjoy your treat. Perfect for sipping, not wasting.



PACKAGING DESIGN

Facts.

THE PACKAGING WILL BE MADE OF **ECO-FRIENDLY PAPER** WITH A **THIN BIOPLASTIC FILM** ON THE INSIDE TO PREVENT LEAKS.



THE **STICK REMAINS OUTSIDE** THE PACKAGING FOR EASY HOLDING.
THE PACKAGING IS DESIGNED IN A TWO-PART SYSTEM

BIOPLASTIC FILM

The Bioplastic Lines Are Made From ***SODIUM ALGINATE***

Alginate from brown seaweed becomes a thick solution when mixed with water and glycerin. It can be cast into flexible films.

BIODEGRADABLE
Alginate breaks down naturally within weeks some films degrade in as little as four days in soil.

RENEWABLE
It comes from fast-growing seaweed that doesn't need fresh water or farmland.

Food-grade and safe for human use, making it ideal for food packaging.



Alginate films can carry antimicrobial or antioxidant ingredients to extend food shelf life by protecting it from oxygen, bacteria, and moisture loss.



Bottom tray – stays attached around the base of the popsicle. It is airtight and shaped like a shallow cup to catch drips as the popsicle melts. This prevents any liquid from dripping onto hands, clothes, or surfaces, creating a cleaner and more enjoyable eating experience.





IDEATION

Sodium Alginate is a highly sustainable, food grade bioplastic extracted from brown seaweed.

It is uniquely processed into strong, water-resistant films by mixing the powder with water and cross-linking the polymer chains with calcium from calcium chloride.

Key Advantages:
Rapid Biodegradation: Fully breaks down into humus within weeks or months, greatly reducing pollution (with some films degrading in just four days when buried in soil).
Sustainable Sourcing: A renewable resource from fast-growing seaweed that requires no fresh water or arable land.
Functional: It is safe for consumption/contact and can be modified (e.g., with antimicrobial compounds) for "active packaging" that enhances food preservation and shelf life.

Global Popsicle Market-
$9.24B (2025)
$15.66B (2034)

Sustainable Packaging Market-
$310 Billion (2022)
$518 Billion (2030)

Consumer Demand

90% of consumers are more likely to buy from brands with eco-friendly packaging.

Thank you