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Products
Graphics
Environments
Packaging
Furniture
Equipment
Concepts
Student Work

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Client/Company
Inch Inc., Brooklyn, NY

In-house Design
David Cowan, chief designer;
Dominic Sinesio, designer;
Ken Bosley, engineer;
Matthew Pacetti, graphic designer.

Materials/fabrication
High-heat polystyrene; injection
molding; Sonic Weld; LangenPac
insertion machine.

Inch Pack CD Packaging

“You know how difficult it is to open CD packages,” lamented Yamashita, who got nods from the rest of the jury. “Well this is a really nice way to handle it.” The Inch Pack is easy to use, durable and can provide 15 percent more surface area for graphics than the standard jewel boxes that drive even the most nimble users into blind rages. Rather than struggle with a difficult-to-open hinged cover, the consumer merely slides a thin plastic drawer out of the container to reach the CD within. David Cowan, chief designer of the Brooklyn-based Inch Inc., built the package to provide a Lego-like stacking capability that enables the cases to form a modular storage system without racks. Less likely to end up in the waste-stream because of rugged durability, the Inch Pack incorporates at least 10 percent recycled, post-consumer plastics into its fabrication. “You can’t say that it’s environmentally unsound just because it’s made of plastic,” concluded Scher. “It is socially conscious because you’re not throwing it away.”