

HARD CASE COOLER

DESIGNED WITH THE BRAND LANGUAGE OF

**NUNN
BUSH®**



DESIGN OBJECTIVE

Design a

HARD CASE COOLER

Using

CMF & INSPIRATION

from the

NUNN BUSH

brand language

THE MARKET AS IT STANDS



BrüMate Brütank
35-Quart Rolling
Cooler | Neon Pink

\$299.99

BrüMate

4.9 ★★★★★ (332)



52 QT Ultra-Light
Wheeled Cooler,...

\$249.00

RTIC Outdoors

4.4 ★★★★★ (705)



22 QT Ultra-Light
Cooler,
Sage/Beach

\$116.99 ~~\$130~~

RTIC Outdoors

4.3 ★★★★★ (319)



CaterGator
CG35RDW Red ...

\$199.99

WebstaurantSto...

SOLAR OVEN ADDON FUNCTION



Energy Wise
Premium Solar
Oven, Portable...

\$44.97 ~~\$50~~

Amazon.com

Free shipping



1800W Portable
Solar Cooker
Parabolic Sun...

\$76.00

Amazon.com

Solar · Oven · Cooker



Solar Oven Kit

\$39.00

GoSun

Solar · Oven



Sun Oven All
American with...

\$79.50

Land Pirate
Free shipping

Oven · Sun

USER DEMOGRAPHIC

THE “GRILL MASTER”



AGES: 25-45
TYPICALLY MARRIED
1-4 CHILDREN AGES 0-14

POSSIBLE SCENARIOS:
COOK FOR THE FAMILY ON THE CAMP GROUNDS

GRILLING FOR A BIRTHDAY PARTY IN THE PARK

KEEP THE TEAM HYDRATED AT LITTLE LEAGUE

COOLER NEEDS:

KEEP VARIOUS
DRINKS COOL FOR
AN AFTERNOON

STORE AND SERVE
SNACKS AND MEALS

EASILY TRANSPORT
PUT IN BACK OF THE
CAR WITH GEAR



NUNN BUSH USER INSPIRATION

USE CASE: THE ASPIRING CHEF WITH A ROLE MODEL



LEVERAGING
EXISTING
PARTNERSHIPS TO
GIVE NEW
MEANING TO A
COOLER
PRODUCT



NUNN BUSH

×
Adam Pawlak

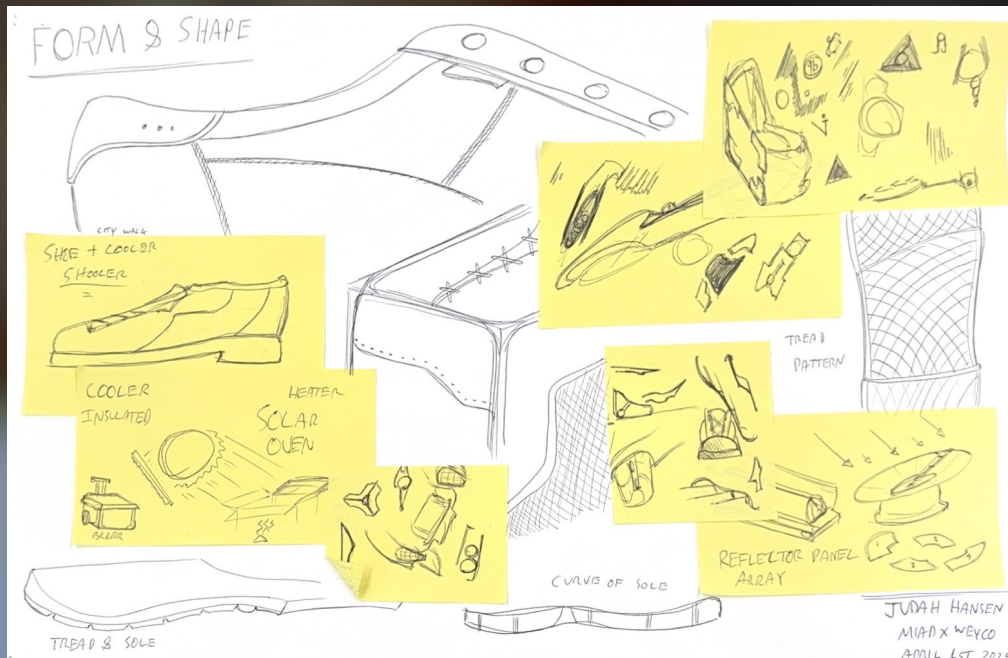
Collaborating with Chef Adam Pawlak

From the early morning market run to a late night clean up, Chef Adam Pawlak spends a lot of time on his feet. He needs shoes that can keep up. Meet the comfortable, durable and stylish shoes that get our chef's special seal of approval.



NUNN BUSH INSPIRATION

MATERIAL & FORM



TECHNOLOGY



DEFENDER REPELLENT
Durable protection from water and anything life can throw at it.



SLIP RESISTANT
SATRA slip resistance test approved.



GENUINE LEATHER
Naturally soft hand-burnished genuine leather upper.



LIGHTWEIGHT
Lightweight EVA sole for superior shock absorption and comfort.



EASYCARE
Easy maintenance, durable engineered material.



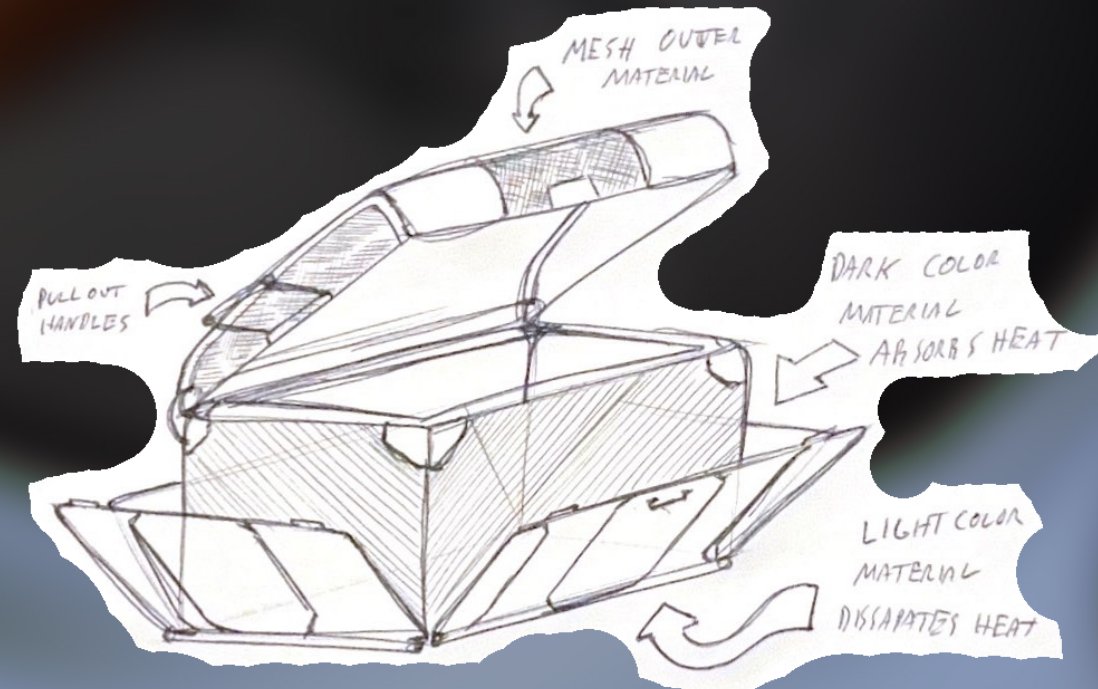
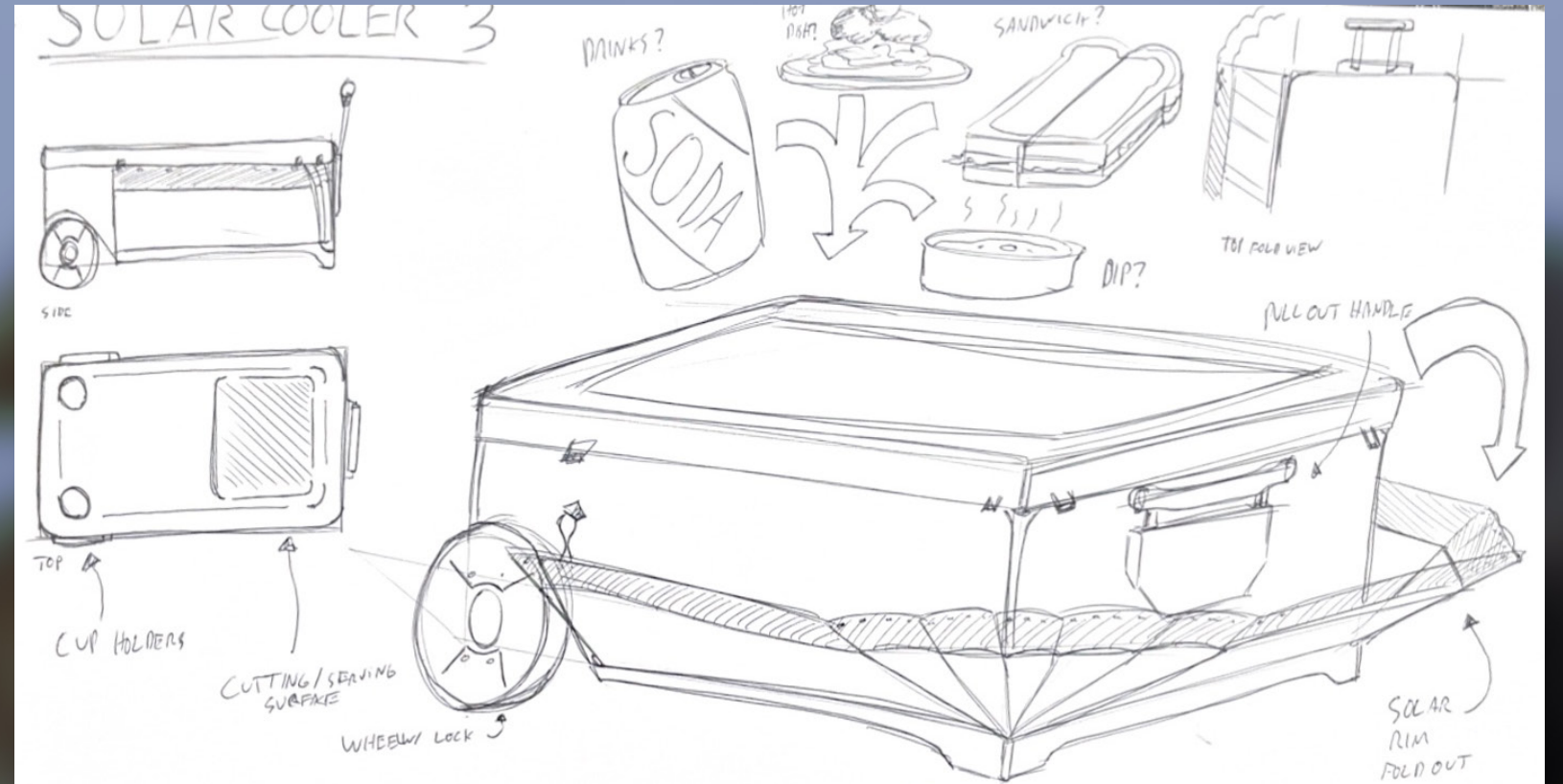
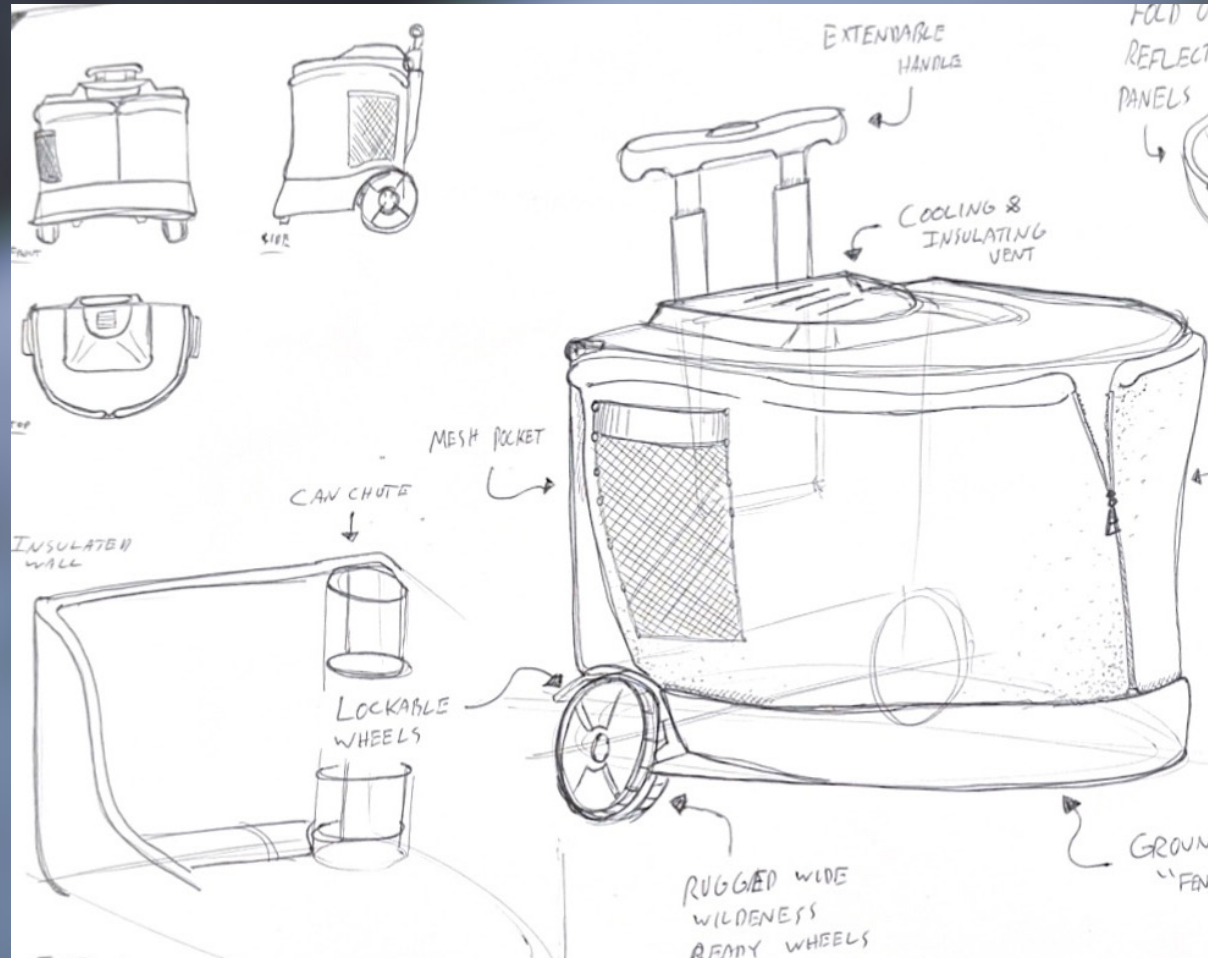
RECYCLED CONTENT
Textiles, linings, and footbeds for a more sustainable future.

CONCEPT IDEATION

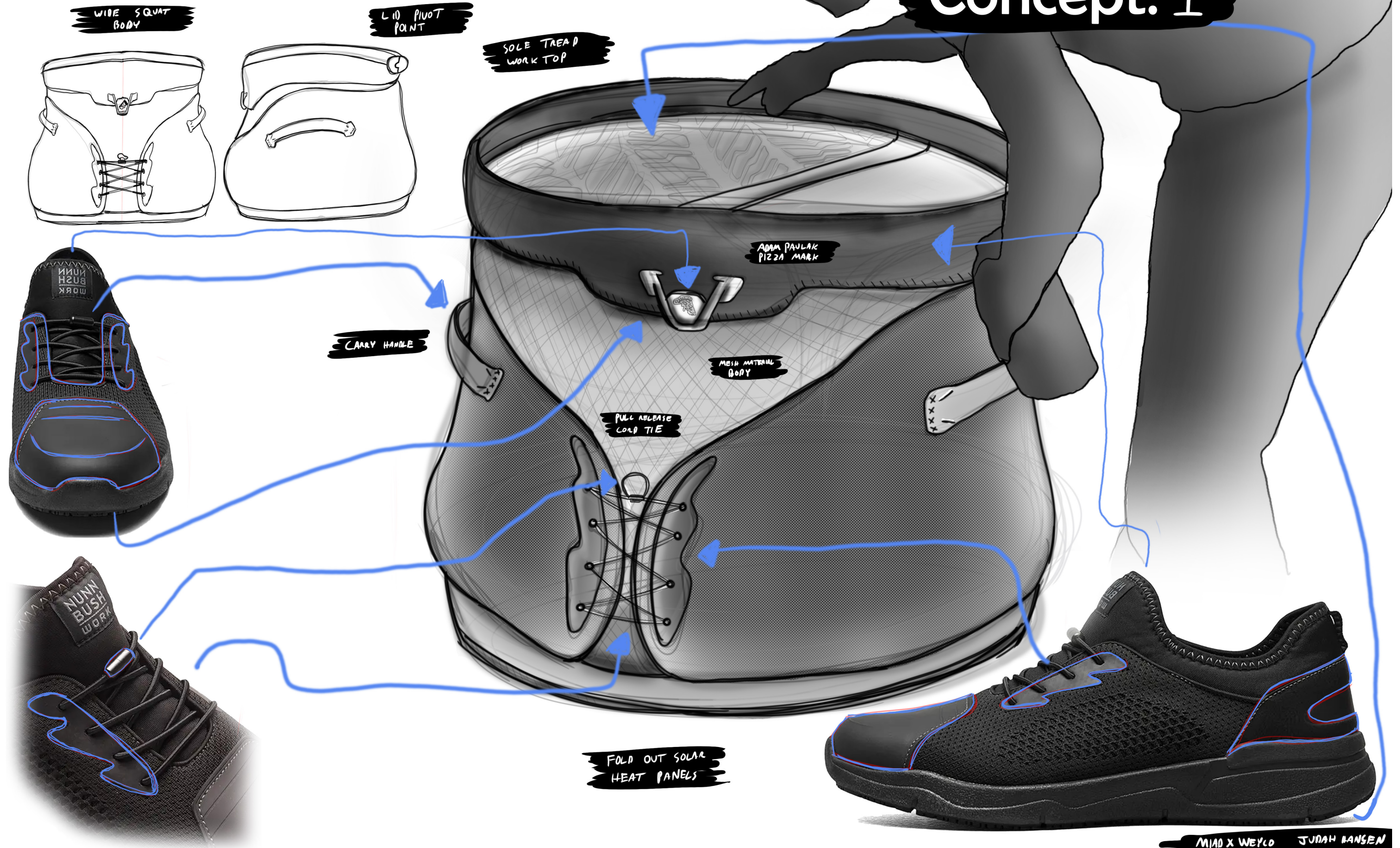
HOW MUCH COOLER HOW MUCH SHOE?

FOCUS ON FUNCTION OR BRAND LANGUAGE?

ANGULAR OR SOFT ROUND FORMS?



Concept: 1



WIDE SQUAT BODY

LID PIVOT POINT

SOLE TREAD WORK TOP

ADAM PAULAK PIZZA MARK

MESH INTERNAL BODY

PULL RELEASE CORD TIE

CARRY HANDLE

FOLD OUT SOLAR HEAT PANELS

Concept: 2



SOLE TEXTURED WORK SURFACE

EXTENSIBLE HANDLE

FOLD UP SOLAR HEAT PANEL

ELASTIC LACE PANEL HOLD

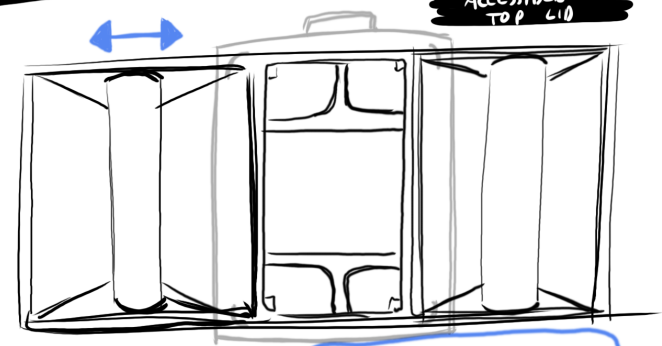
FRIDGE STYLE DOOR

HEEL SHAPED STURDY BASE

Concept: 3

"WAGON"

INTERIOR TOP VIEW



MIDDLE & TILT DRAWER ACCESSIBLE FROM TOP LID

DUAL SIDED PULL OUT HANDLES

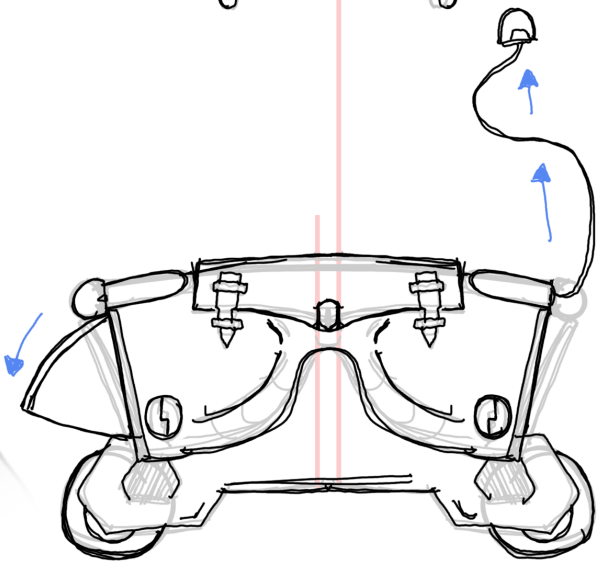
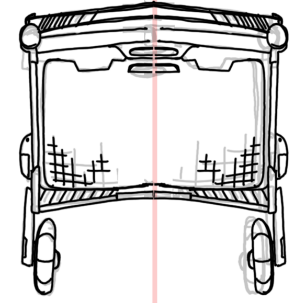


LOCK TOP MAIN BODY LID

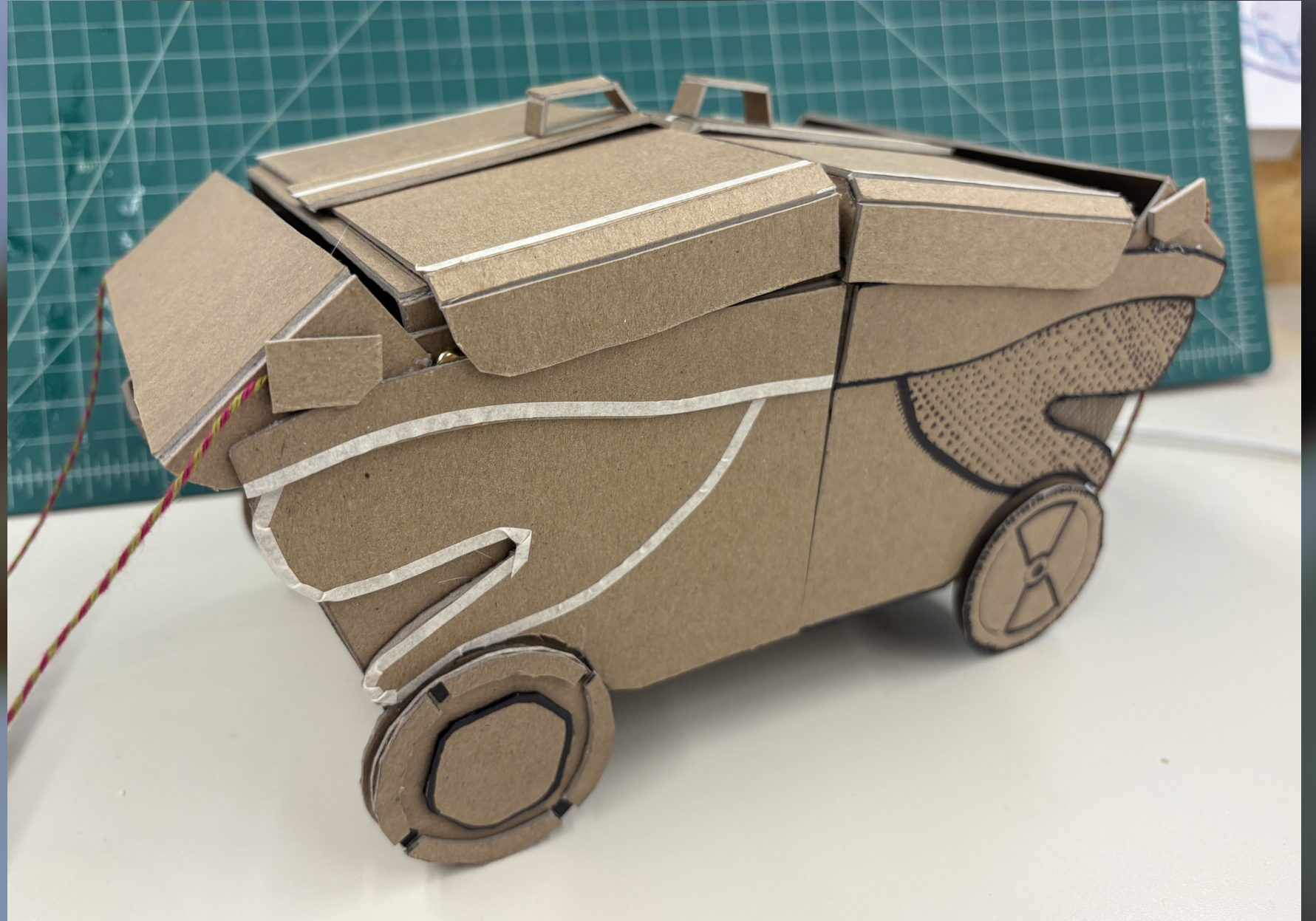
PIVOT POINT

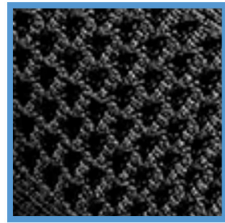
PULL OUT COOLER DRAWER

TREADED WHEELS

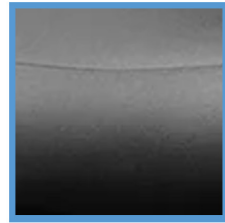


1/4 SCALE MODEL

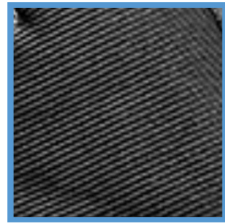




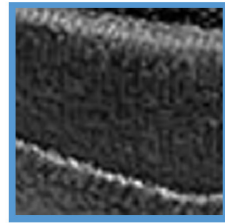
WIDE HOLE MESH



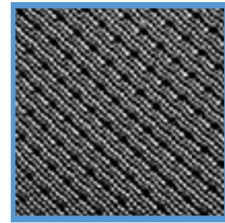
BLACK SMOOTH ROTOMOLD PLASTIC



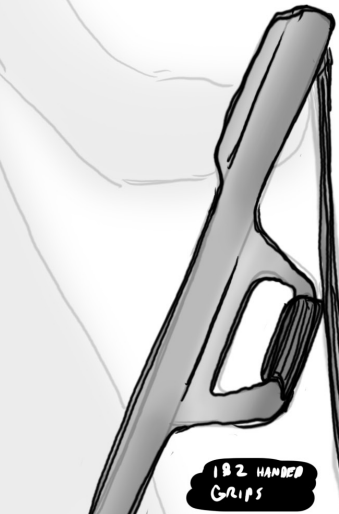
BLACK LIGHT TEXTILE



STIPPLED BLACK ROTOMOLD PLASTIC



THIN HOLE MESH



1B2 HANDED GRIPS

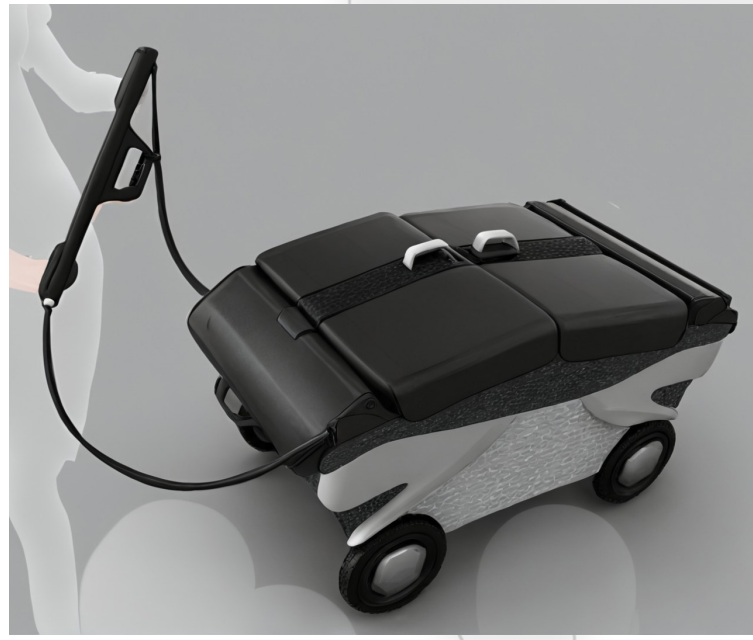
MIDDLE OUT TOP LID

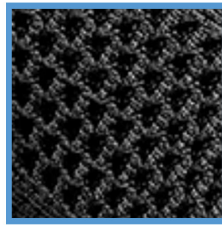
2-WAY HANDLES

RETRACTING HANDLE RELEASE

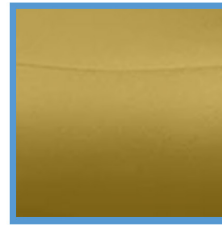
MESH POUCH SIDEWALLS

SHOE SOLE TREAD WHEELS

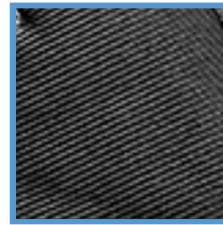




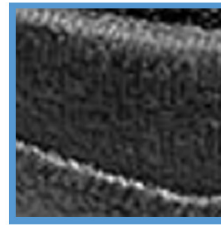
WIDE HOLE MESH



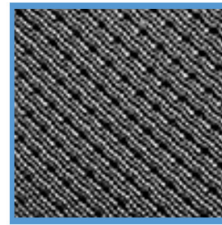
WORK YELLOW ROTOMOLD PLASTIC



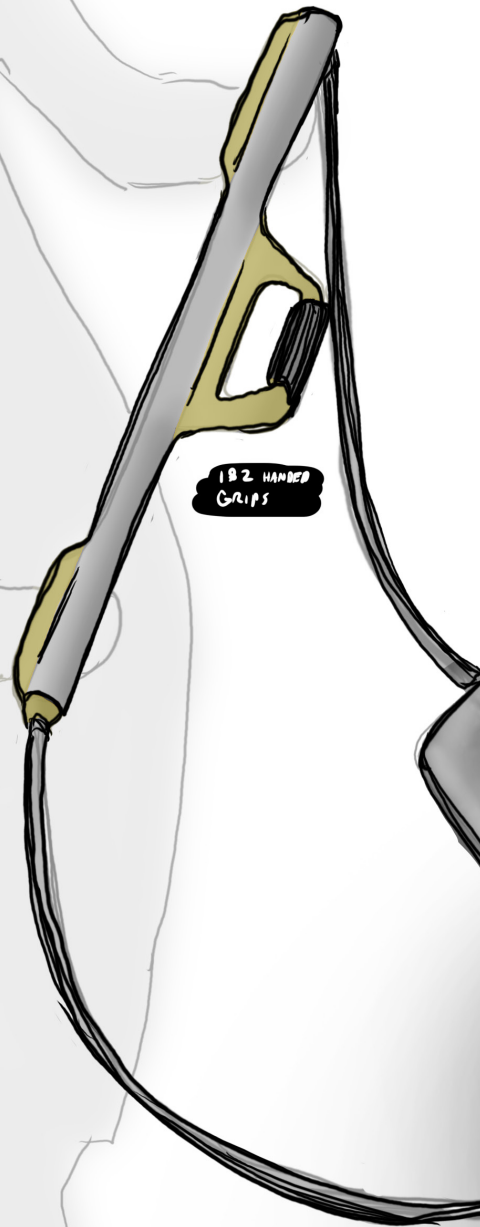
BLACK LIGHT TEXTILE



STIPPLED BLACK ROTOMOLD PLASTIC



THIN HOLE MESH



182 HANDED GRIPS

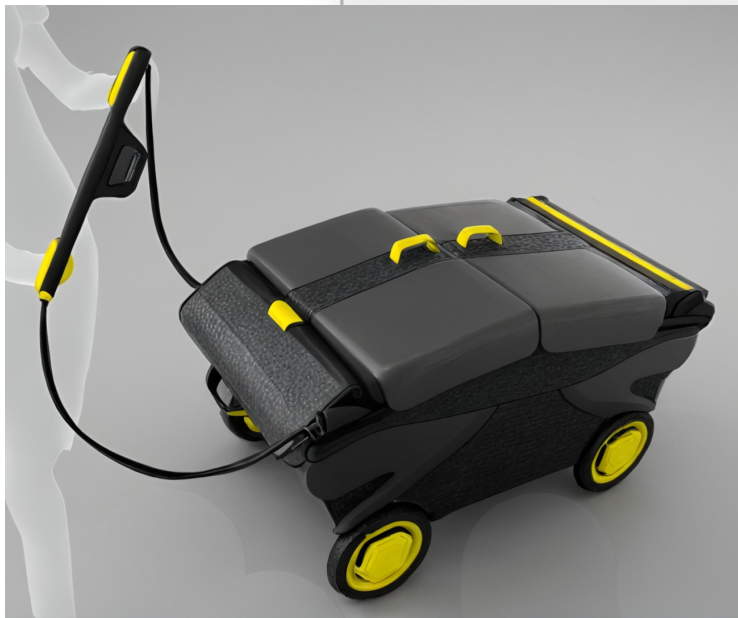
MIDDLE OUT TOP LID

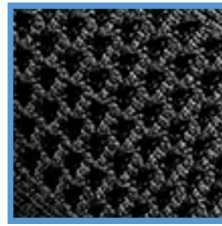
2-WAY HANDLES

RETRACTING HANDLE RELEASE

MESH POUCH SIDEWALLS

SHOE SOLE TREAD WHEELS

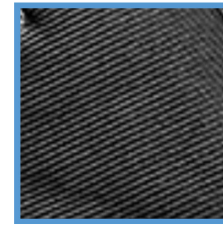




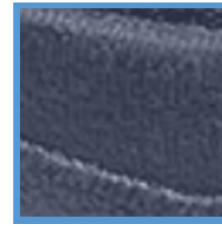
WIDE HOLE MESH



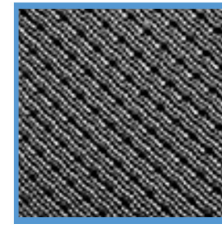
WORK YELLOW AUTO-MOLD PLASTIC



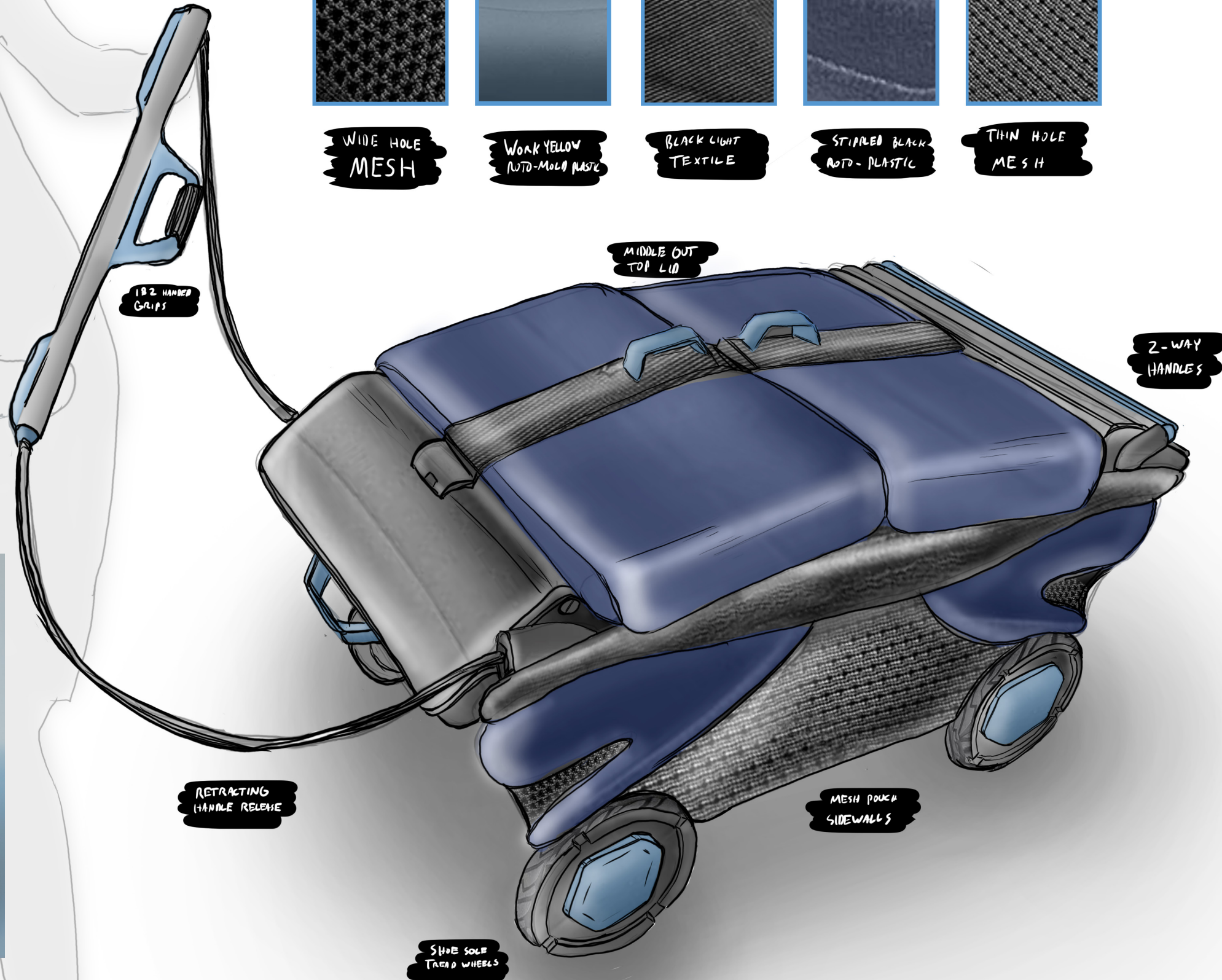
BLACK LIGHT TEXTILE



STIPPLED BLACK AUTO-PLASTIC



THIN HOLE MESH



182 HANDED GRIPS

MIDDLE OUT TOP LID

2-WAY HANDLES

RETRACTING HANDLE RELEASE

MESH POUCH SIDEWALLS

SHOE SOLE TREAD WHEELS

**NUNN
BUSH**

THE PAWLAK COOLER CART

DESIGNED WITH THE BRAND LANGUAGE OF



CROSS SECTION



TOUR OF FUNCTIONS

ACCESS ALL SECTIONS
FROM TOP LID

PULL OUT AND SELF
RETRACTING HANDLE

DRAWERS ALSO
FUNCTION AS
REFLECTOR OVENS

TURN OUT "CRISPER DRAWERS"



COLLABORATING WITH
CHEF ADAM PAWLAK

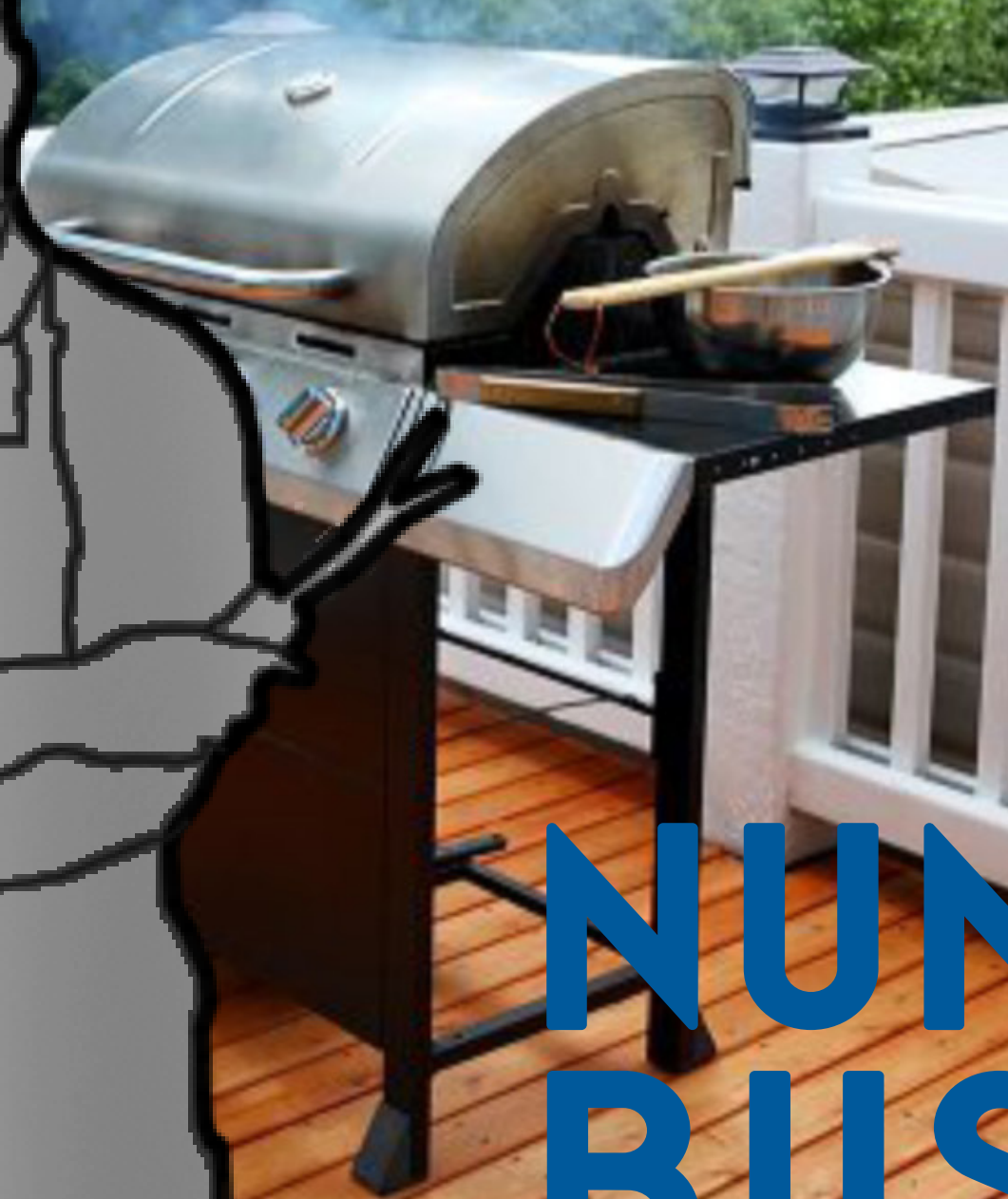


*LITTLE TOUCHES OF THE
ADAM PAWLAK BRANDING
STILL WITH A CORE OF
NUNN BUSH CMF*

TAKE IT ANYWHERE FROM THE
WILD TO THE BACKYARD



SUPPORTING CULINARY
ACTION ON THE GO



NUNN
BUSH