



# PACKAGING INNOVATION THAT MAKES THE HEART GROW HONDA

Design studio Mightyworld needed a box for their client, Honda Training Institute. Something tough enough to hold a whole stack of training text books and folders and not come apart at the seams. Something that looked sharp and had strong environmental credentials—like Honda itself.



This carry box made from 100% recycled, 100% locally made Nature Board feels good to hold, stands up on its own, and withstands tough treatment.

To keep costs down, we made it out of a single sheet of Nature Board and printed directly onto the board, with no under print. We also created a new friction locking flap with a smooth open-close action that sits flat, making it easier to store.