



Founded in 1999 by Yves Béhar, fuseproject is an award-winning San Francisco-based industrial design and branding firm. fuseproject works across a wide array of industries as diverse as technology, consumer goods, fashion, furniture and sports. The studio takes a long-term strategic approach to developing and enhancing brands. Its concepts are visual expressions of brand attributes that span the entire customer experience and aim to help companies innovate through narratives inspired by the customer's experience.

We are fostering change, and supporting the evolution of the brands we work with through positioning strategies implemented through our capabilities in industrial design, packaging, graphics, naming, UI and environmental design. Our clients benefit from fuseproject's approach through our ability to provide a broader view of a product design and branding program: from an overall branding program, incorporating marketing strategies and communication tactics, to product design.

fuseproject was listed 2nd in Business Week's best design firm annual review in 2006. In addition, the studio's work has been internationally recognized by museums, including solo exhibitions at the **San Francisco Museum of Modern Art** and the **Musée de Design et d'Arts Appliqués Contemporains** in Lausanne, Switzerland, as well as group shows in the NY MOMA, the Cooper Hewitt Museum NY, the Chicago Athenaeum Museum, the Munich Museum of Applied Arts and the Ruhr museum in Essen. fuseproject's designs are collected in the permanent collections of the NY MoMA, SF MoMA and others, and has received more than 50 awards from IDEA/Business Week, Red Dot, ID Magazine and If Industrie Hanover. Additionally Yves Behar is the recipient of the prestigious **National Design Award** for industrial design, awarded by the Cooper Hewitt Smithsonian National Design Museum.

fuseproject's clients include **Birkenstock, Johnson & Johnson, MINI and BMW AG, Target, Disney, DirecTV, Palm, Herman Miller, Method, Nike, Hewlett Packard, Toshiba, Alcatel, Adidas, Microsoft, Peoplepc, Swarovski, Coca Cola and One Laptop Per Child.** Its work has been featured in leading general interest and business publications, including New York Times, Business Week, Fast Company, AdWeek and in International business and design magazines.



PUMA's Clever Little Bag

In partnering with PUMA, a leader in sportswear, shoes and products, we looked to create a game changing packaging system that would greatly reduce both their footprint and build on their initiatives toward cleaner, greener, and safer practices, contributing to a better world around us.

The challenge was to look at one of the most difficult and stagnant issues facing the retail industry in regards to sustainability and environmental harm: packaging and, more specifically, shoeboxes. Boxes contribute to millions of tons of waste a year and even with proposed second uses, they are eventually thrown out.

For 21 months, boxes and systems were studied: how to fold them, how to ship them and how to reduce them. But all of these were incremental steps; reduction can only do so much. Finally, we explored getting rid of them altogether. We discovered a new design solution, a "clever little bag".

By providing structure to a cardboard sheet, the bag uses 65% less cardboard than the standard shoe box, has no laminated printing, no tissue paper, takes up less space and weighs less in shipping, and replaces the plastic retail bag.

The cardboard structure is die cut from one flat piece of material and has no additional printing or assembly, thus it can be returned to the stream faster and more efficiently. The structure was created with four walls that taper in to allow for secured stacking, an important element left over from the original shoebox.

The bag is stitched with heat, not woven, which means less work and waste. It protects the shoes from dust and dirt in the warehouse and during shipping. The "clever little bag" is an iconic brand element upon leaving the store as it replaces the plastic shopping bag, and can also be used for shoe storage in travel suitcases. The bag is made of non-woven polyester consisting of polypropylene, and eventually is also recyclable.

With our 'clever little bag', Puma kicks-off the next pivotal phase of it's sustainability program. The tens of millions of shoes shipped in 'the clever little bag' will reduce water, energy and diesel consumption on the manufacturing level alone by more than 60% per year. In other words: approximately 8,500 tons less paper consumed, 20 million Mega joules of electricity saved, 1 million liters less fuel oil used and 1 million liters of water conserved. During transport 500,000 liters of diesel is saved and lastly, by replacing traditional shopping bags the difference in weight will save almost 275 tons of plastic.

In changing the packaging and distribution life cycle from the ground up, we want our new design and comprehensive solution to encourage other retail companies to follow suit. That such a little bag can have such a big impact...you can see why we called it clever.

