

# HP Chromebook 11

The HP Chromebook 11 is an ultra-minimalist and super affordable device designed to make it possible for more people to access to the internet. We were hired to craft the packaging design for this new product and develop solution that supported the values of the Chromebook brand, while creating clear differentiation from the competitive landscape. After studying what other brands are doing, we felt there was a clear opportunity to manufacture things differently (and better). Our client agreed and together, we agreed that the packaging should echo the qualities of the product, focusing on simplicity and minimalism. Specifically, we wanted to do less, not more.



Our team started developing ideas and our thinking was aimed at developing packaging with less components and low environmental impact. We looked at a various eco-friendly materials and approaches where the packaging was re-usable. Ultimately, the inspiration for the final package came from an everyday experience: after dinner at a restaurant, a humble take-out box caught the eye of our Chief Creative Officer, Alfredo Muccino. Struck by the functional design and the compostable material, he challenged the team to explore solutions based on the take-out box.

When Liquid began the design process, there was no “real thing” to hold and handle. The team determined that paper pulp could be used to make a material that was remarkably biodegradable yet sturdy enough to protect the Chromebook. Working closely with our client’s structural packaging designers, this experiment ultimately led to an innovative new packaging solution that uses a tree-free compostable pulp made from rapidly renewable plant fibers. These fibers consist of Bamboo and Bagasse (a by-product of sugar cane) interwoven together to create a strong pulp material that resembles cardboard. The cost of developing this material is equivalent to solutions that include plastics or paper and are much less ecologically responsible. “You can sense that it’s organic,” Jeff Gardner, Associate Creative Director at Liquid says of the material, “but it’s so smooth, it feels almost synthetic.” What began as dinner leftovers turned into an experimental design process that required both diligence and risk—and ultimately led to an innovative new packaging solution.



Like the HP Chromebook 11, the packaging mirrors the simplicity, functionality, and distinctiveness of the Google homepage. The belly band creates a splash of color across the clean white background of the box, indicating the color of the Chromebook inside. The box itself is formed from sugar cane and bamboo fibers, creating a soft feel and rounded edges to reflect the design of the Chromebook.



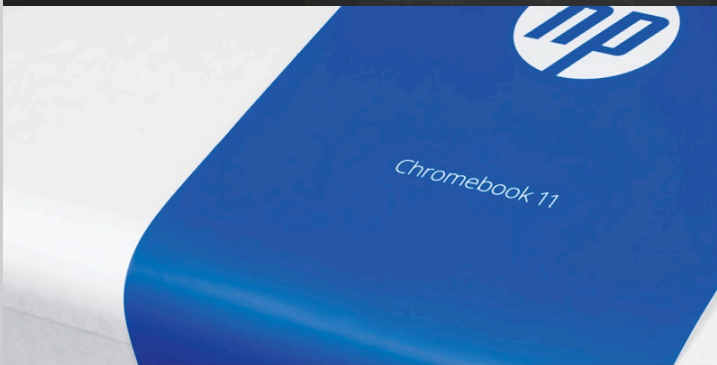
The packaging has one of the highest environmental impact standards in the category, and the unboxing experience is perfectly aligned with the simplicity and minimalism of the product: the belly band peels and the lid lifts off to present a clean view of the Chromebook, with simple instructions to help somebody get started as quickly as possible.



Made with  
Google

#### Accolades

Silicon Valley ADDY Awards / Gold  
District ADDY Awards / Silver  
American Package Design Award



Packaged in a beautifully rounded box with simple blue ribbon that hints at the Google partnership, it certainly doesn't feel cheap. The box alone begs to be fondled.

**JAMES BRUCE**  
**MAKEUSEOF**

It's rigid, yet the lack of sharp edges makes it soft on the eyes. A colored ribbon is draped down the middle, announcing your accent color in full volume. Make no mistake, this is the experience that Chromebook owners deserve.

**CRAIG TUMBLISON**  
**MEDIUM**

