



PPAI **EXPO** 2023

CONFERENCE

The Art of Wickedly Creative Product Design, Packaging, and First Impressions

Jason L. Roach
San Francisco, CA

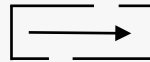
MAKING MAGIC HAPPEN

When I was young I really wanted to be a magician, not the pull
a rabbit out of a hat kind, but an illusionist.

The art of using a combination of magic, misdirection, and well
crafted skill to spellbind audiences amazed me.

Little did I know many many years later I'd get the chance to do
the same thing but with consumer products.

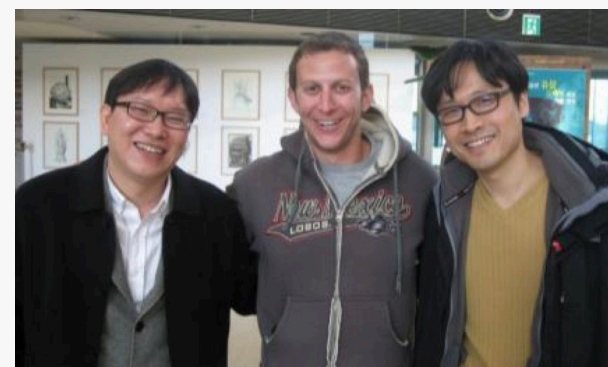
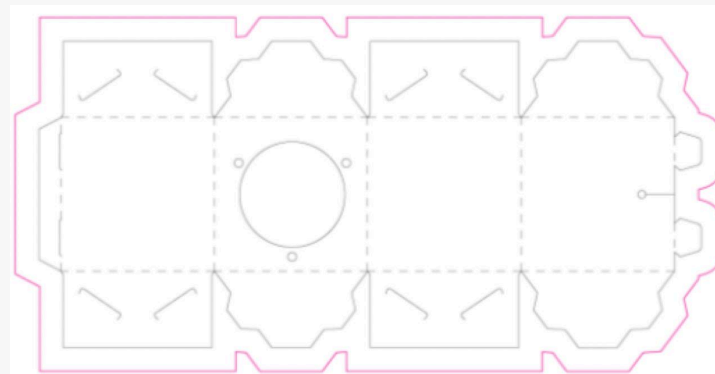
Circa 1988



LIL' HOUDINI



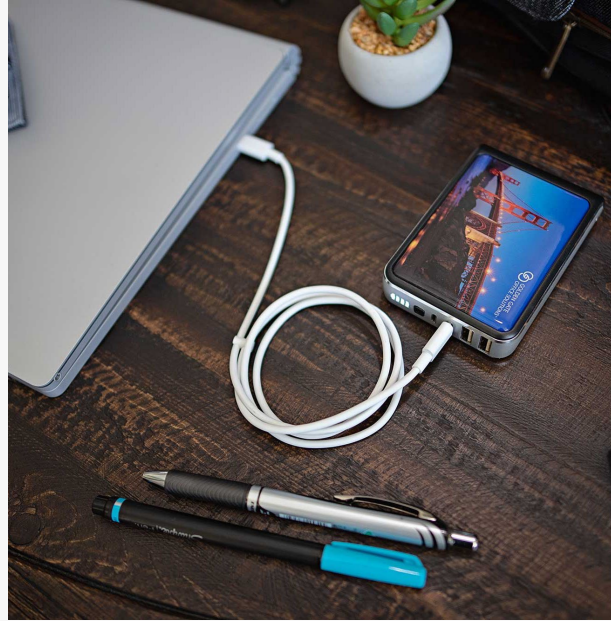
**YOU ALWAYS REMEMBER
YOUR FIRST TIME**



**\$40,000, a crazy idea
involving a Chinese take
out box, one overseas
connection, one phone call,
and we have lift off.**



If you build it.



After the success of the Fold n' Play, I continued building product for people on the go. Whether it was headphones, chargers, speakers, tech accessories, lifestyle products, or backpacks, the goal of Origaudio was always to provide people gear for their journey, wherever the road may take them.



250+

Have built and developed over 250 different products over the last ten years.



THEY WILL COME →



Head We

Japan is on the cutting edge of design, fashion, and lifestyle trends. A lot of the inspiration for Origaudio products over the years have been inspired by my yearly trips to Japan. Whether it's packaging picked up in a store, the design aesthetic of a piece of jewelry, or the colors and sights and sounds of Harajuku, you never know what you'll find on a trip.

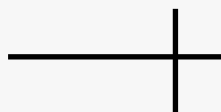




Stay Local

We took frequent retail shopping trips to the hot markets in the states to look at design and fashion trends to help inspire my design team's creativity. Frequent visits to New York, LA, San Francisco, Seattle, Portland and other off the beaten path places have helped create many Origaudio products over the years.

“



I wanted to do something special for Origaudio's 10 year anniversary, and the Finley Mill collection is exactly that. A direct reflection of my personal design taste inspired by retail trends mixed with rustic California vibes the Finley Mill collection has been one of the hottest selling product categories in Origaudio history both in retail and in the promotional products industry.

THE FINLEY MILL COLLECTION

LAUNCHED 2019 →



Know your audience



DESIGN FOR THEM →

Before we ever build products we always identify who our target consumer is to aide in the design process. Inspiration boards are created via Pinterest and materials are purchased to coordinate with the inspiration.

After the target consumer boards are completed the information is passed along to marketing to streamline the sales and marketing effort once the products are built and ready for market.

Home

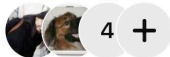
Today

Create ▾

🔍 Search



Board ...



6 followers



Shop



More ideas



Organize



To-dos

ins



Demographic - People & Places

22 Pins



The Top 10 Things To See
And Do In Downtown...



The Most Beautiful Cities
and Towns in Northern...



INSPIRING IDEAS ARE ALL AROUND YOU

While building the Finley Mill collection I compiled an assortment of materials, product ideas, compositions, fabric swatches, and more to marry up with the target consumer concept to launch the collection.





TRIAL AND ERROR



The total design process for the whole collection took about 12 months from start to finish including sampling, inventory purchases, and the start of the sales cycle.

12 MONTHS AND COUNTLESS ROUNDS OF EDITS





FINLEY COMES TO LIFE

16 PIECE COLLECTION →

The Finley Mill Collection gave us the opportunity to launch products into product silos we hadn't played in before such as stationery, blankets, and tools. Building collections help tell a story and bring multiple products together to excite customers.



· Fm · FINLEY MILL — COLLECTION —



DISRUPT A MARKET BY DOING IT A LITTLE DIFFERENT

After the success of our second product the Rock-It and our appearance on Shark Tank, we decided to jump into the headphone category by going after one of the biggest companies in the game: Beats by Dre.





About 158,000 results (0.35 seconds)

Shop for beets headphones on Google

Sponsored ⓘ



Beats Studio
Over-Ear Hea...
\$269.99
Walmart



Beats by Dr. Dre
Powerbea...
\$75.25
Probikekit USA



Beats
Powerbeats 2...
\$199.95
zZounds
★★★★★ (1k+)



Beats by Dr. Dre
Powerbea...
\$79.00
Nomorerack



Beats By Dr.
Dre - Solo 2 O...
\$199.99
Best Buy
In store

"Beets" by OrigAudio

 <https://www.origaudio.com/shop/index.php?dispatch=products.view...>

Breathe easy, because you can finally get a pair of outside noise reduction headphones at an affordable price. Our new "Beets" by OrigAudio headphones ...

Images for beets headphones

Report images



THE WORLD TOOK NOTICE

PACKAGING: FIRST IMPRESSIONS MATTER THE MOST

SPEND MONEY TO MAKE AN IMPACT

“



In an industry where first impressions matter the most, we've always wanted to up the standard by ensuring our customers have the best possible competitive advantage when walking into a client's office. We are marketing our products to creative's so the standard simply was never good enough for us.



Some of our best



As a starting point I tried to have the packaging cost account for 10% of the cost of goods. Sometimes we use packaging as an opportunity to upsell a product, and sometimes the percentage can push upwards to over 25% of the product cost. On the flip side we also will spend less on a box if possible to try and keep the average selling price as low as possible to the distributor.

FOIL, SPOT UV , REPEAT →

More Favorites



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[illegible]

LETS BUILD THE ROLLS ROYCE OF BOXES



16

MOS.

INSPIRATION

EXECUTION



After countless rounds of revisions, trial of different material textures, a constant air bubble, and the perfect formula of spot UV on glossy, the Wrapsody headphone box was complete and ready for the headphones to be built around the design style of the box. Slim lines, fine materials, and crystal clear sound were in order, we had the box done and then the headphones were born.

PACKAGING RESOURCES

We constantly scour the web, design books, retail stores, print and packaging tradeshows and more for the latest and greatest in materials and design inspiration for our packaging ideas.

Sites like the Dieline, Hypbeast, Trendhunter, Pinterest and more provide great resources for hot trends, styling and so much more. They also provide countless blackholes of internet web searching if you're bored at work.



If you think good design is expensive, you should look at the cost of Bad Design.

-Dr. Ralph Speth,
CEO of Jaguar

“ JUMP INTO A CATEGORY LACKING INNOVATION

HEAD FIRST, IN SHALLOW WATER →

It's very easy to be different, but very difficult to be better.

- Jonathan Ive





**TELL
THE
MAKERS
STORIES**

**Batch
& Bodega**
EST. 2020

**COMBINE GREAT
PRODUCT WITH
GREAT PACKAGING**

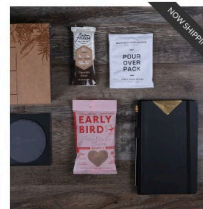
LET THE CRAVINGS BEGIN...



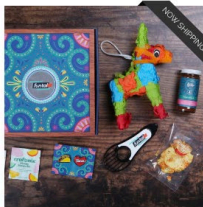
PASS THE REMOTE
As low as \$72.40 (\$)



OUTSIDE THE LINES
As low as \$42.40 (\$)



KICK START
As low as \$49.97 (\$)



FIESTA
As low as \$42.40 (\$)



WAKE & BAKE
As low as \$85.00 (\$)



DINNER IN A BOX
As low as \$130.00 (\$)



HAPPY HOUR
As low as \$22.97 (\$)



THE MIXOLOGIST
As low as \$79.47 (\$)



TWIST & SALT
As low as \$52.98 (\$)

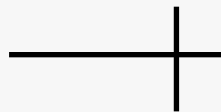


Disrupt a stale sector by putting a fresh spin on it, while utilizing a small batch supply chain model.

MEET THE NEXT BIG THING →



“



Mitigate the shelf life risk of food by launching candy that is packed and filled in vessels on demand. Combine the candy with ultra luxe high end packaging and modular gift sets to simplify inventory positions and ensure overall success.

APPLY THE
SAME
FORMULA
TO CANDY



TASTER PACK

MOQ 50 | as low as \$2.63 (C)

[View all options](#)



SMALL JAR

MOQ 25 | as low as \$7.00 (C)

[View all options](#)



LARGE JAR

MOQ 25 | as low as \$14.00 (C)

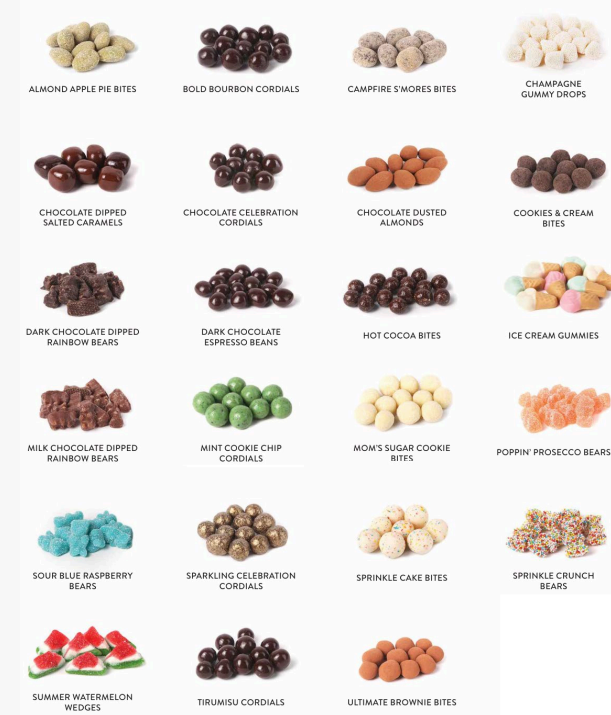
[View all options](#)



GIFT BOX

MOQ 12 | as low as \$46.67 (C)

[View all options](#)



3 Vessels, 1 Gift Box, Endless Possibilities →

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PPAI **E**XPO 2023

CONFERENCE

Thank You To Our Education Room Sponsor

CITIZEN WATCH AMERICA

