





# Design Brief /

ELTHY™ is a technology accessory designed for Apple wearables. Purpose-built to store AirPods Max and fast-charge Apple Watch, it reduces the chaos of searching for daily essentials while adding an aesthetic presence that heightens awareness of objects in the living space.



Our goal is to create a playful unboxing experience that extends our vision into the first touch of the product.

The Elthy series packaging is designed for both E-0 and E-1.



E-1's special curve to protect premium Apple AirPods Max

# Design Process /

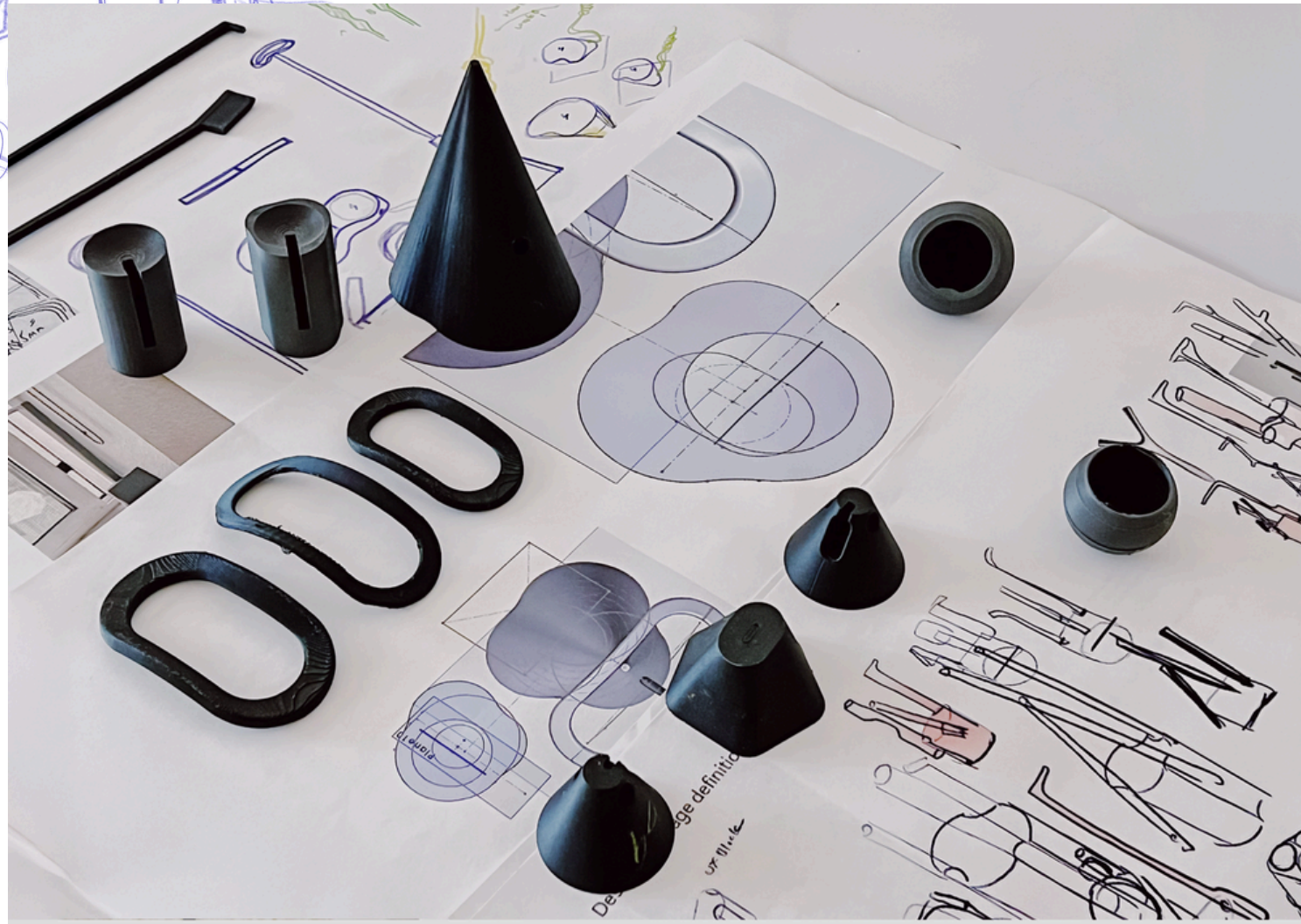
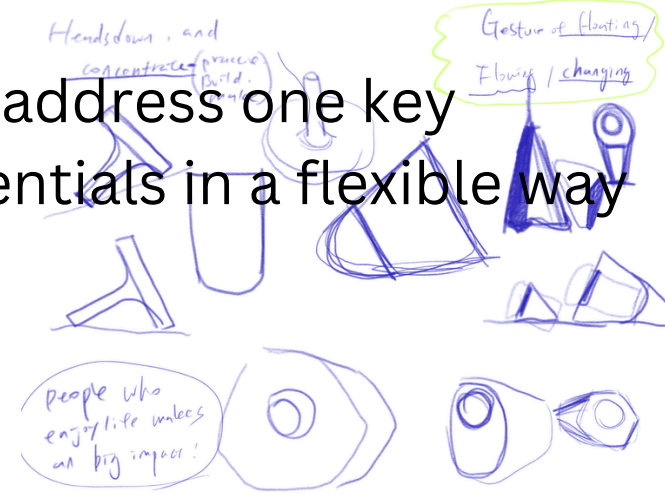
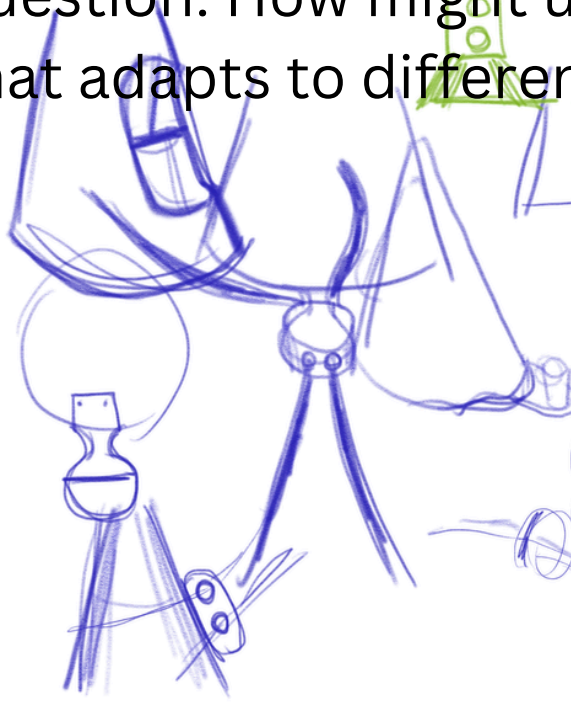
We experiment with a range of user experiences to address one key question: How might users arrange their Apple essentials in a flexible way that adapts to different interior aesthetics?



(Early Stage Study)

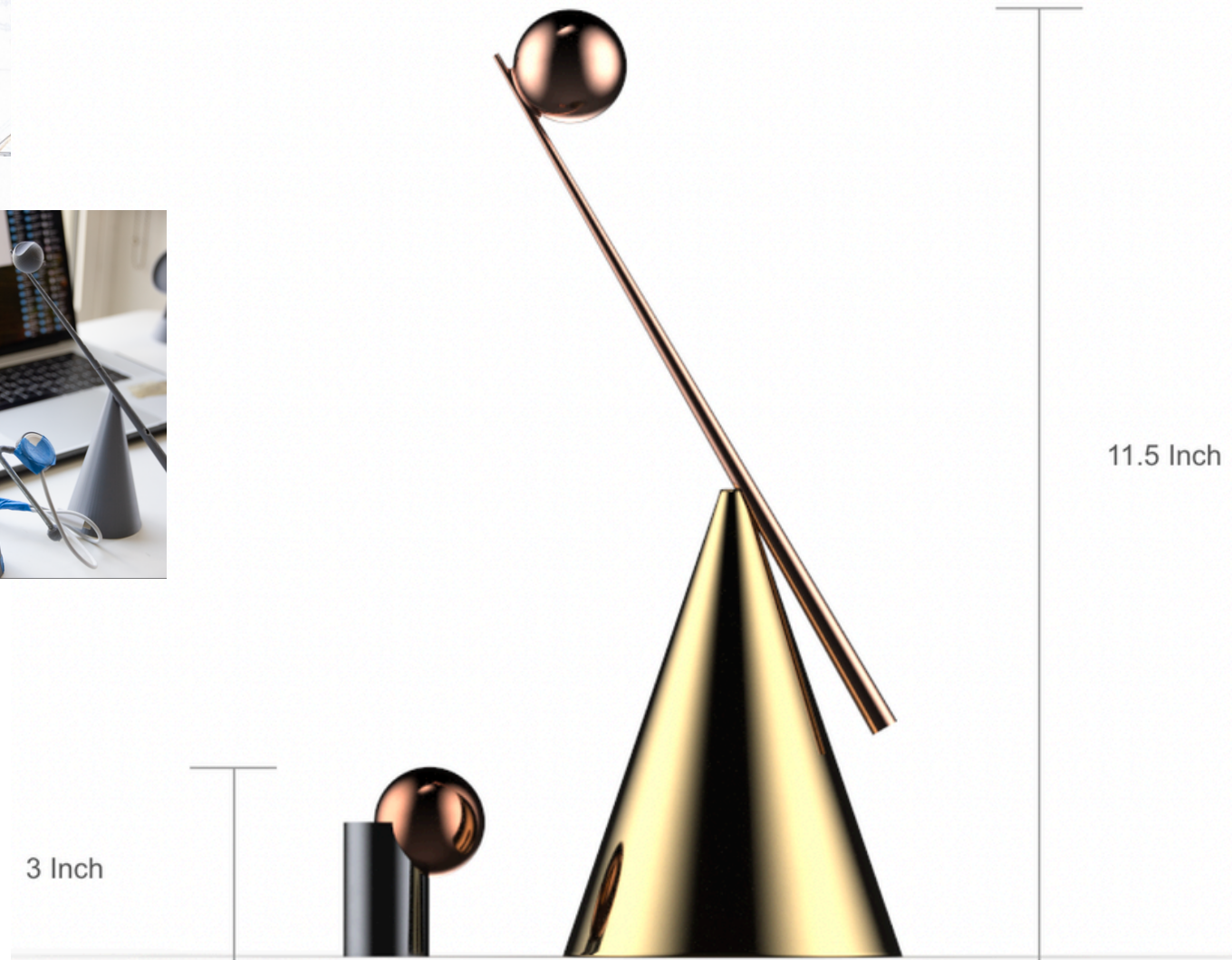
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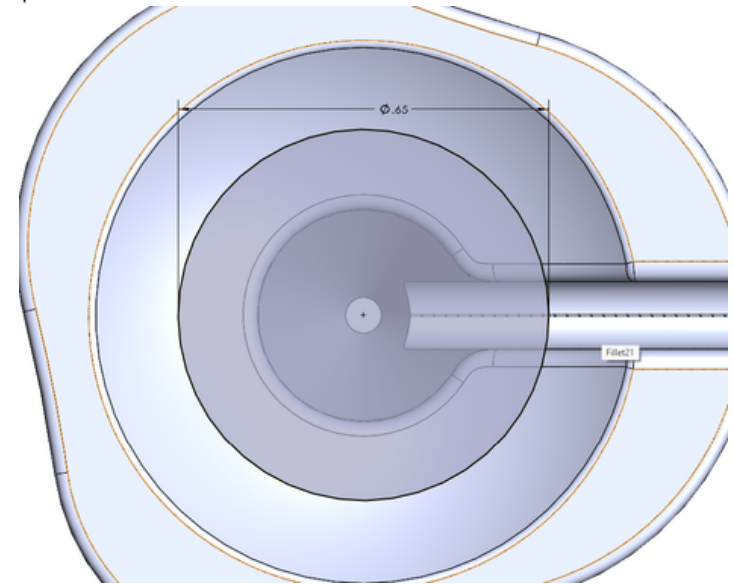
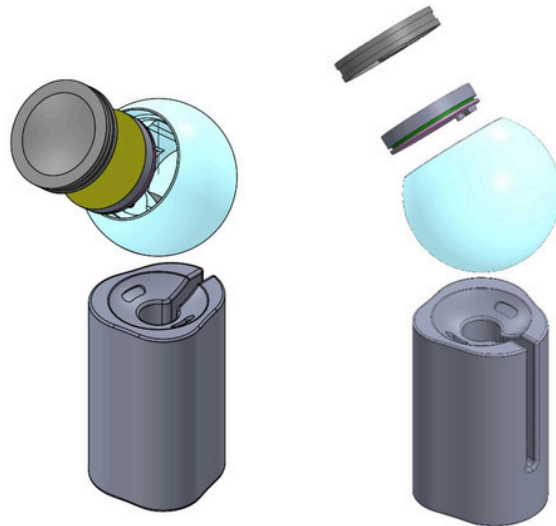
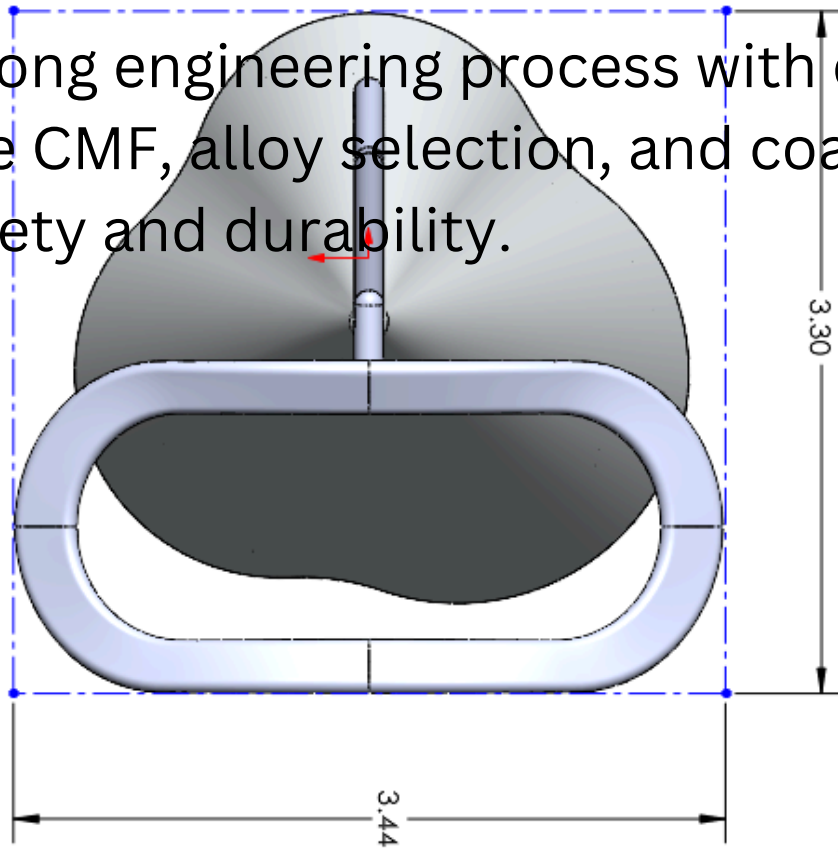
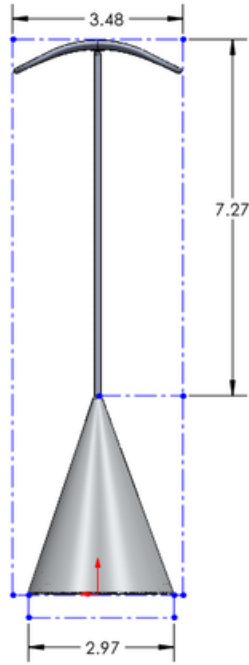
# Design Decision, Primary Idea /

An aesthetic adult playground for everyday accessories, with essential geometry enabling organized freedom and seamless integration.

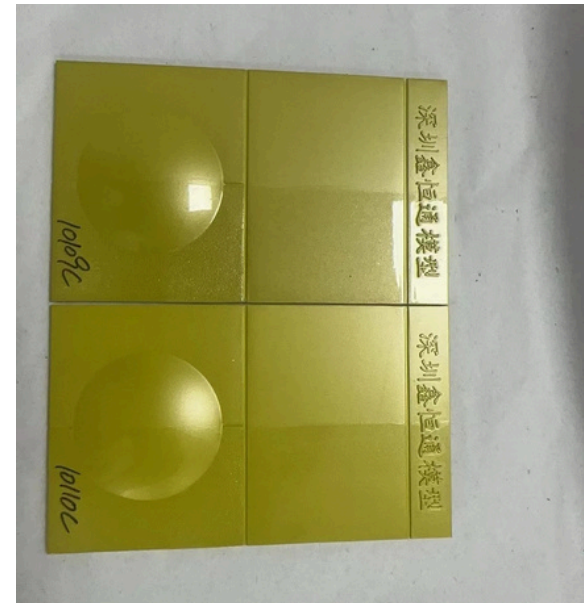
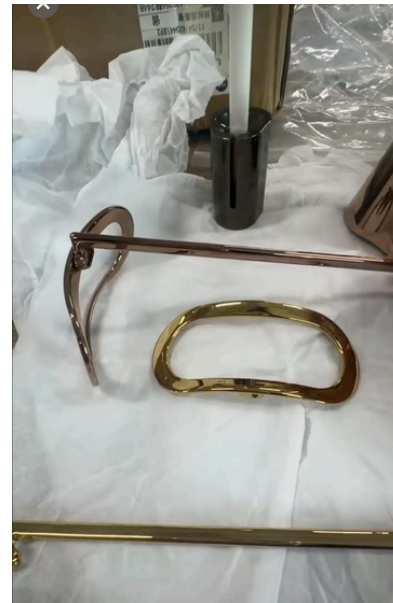


# Design Engineering /

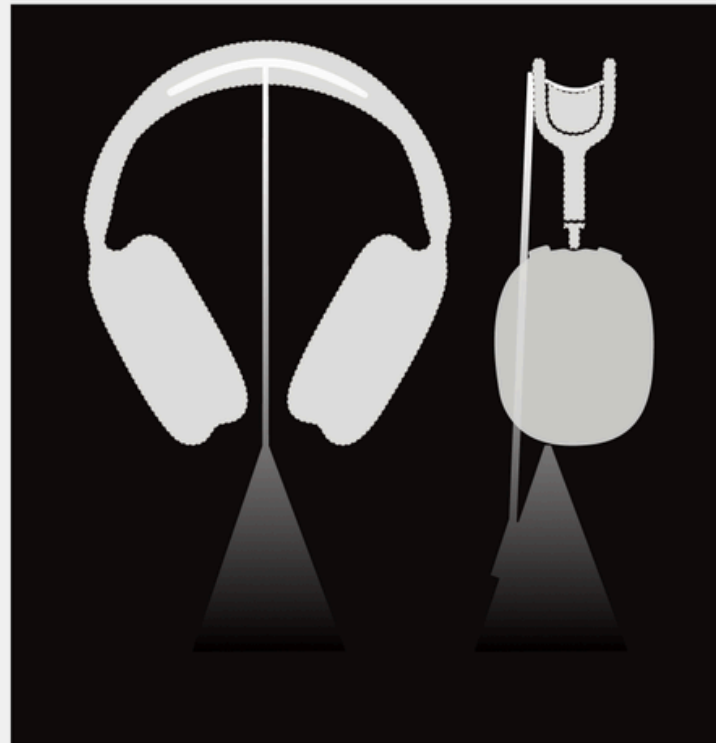
We conducted a year-long engineering process with our Hong Kong manufacturer to define CMF, alloy selection, and coating technology, ensuring long-term safety and durability.



# Design Engineering / (Vendor Communication Materials)



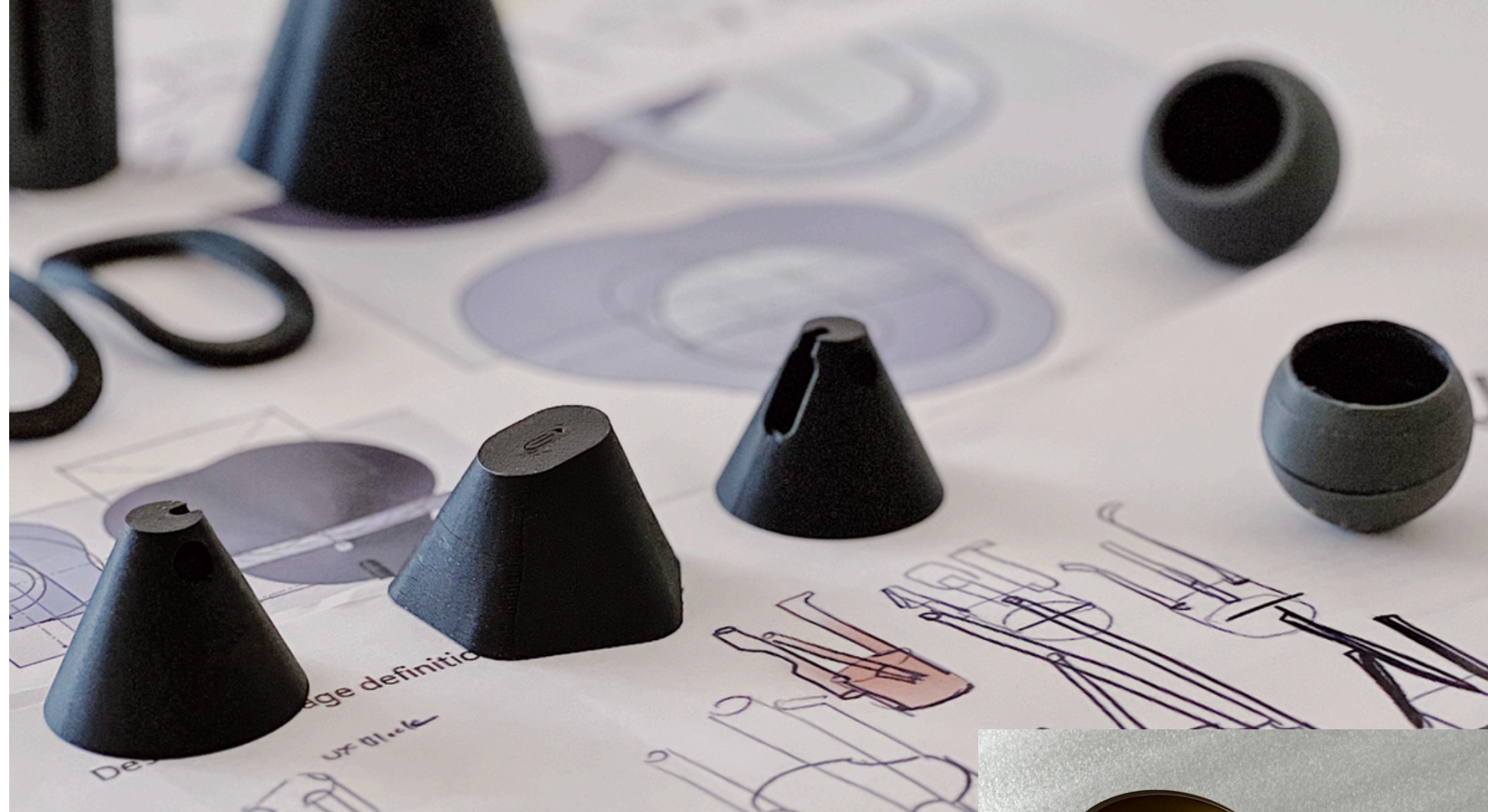
# Design Engineering / (Prototype and Adaptability Testing)

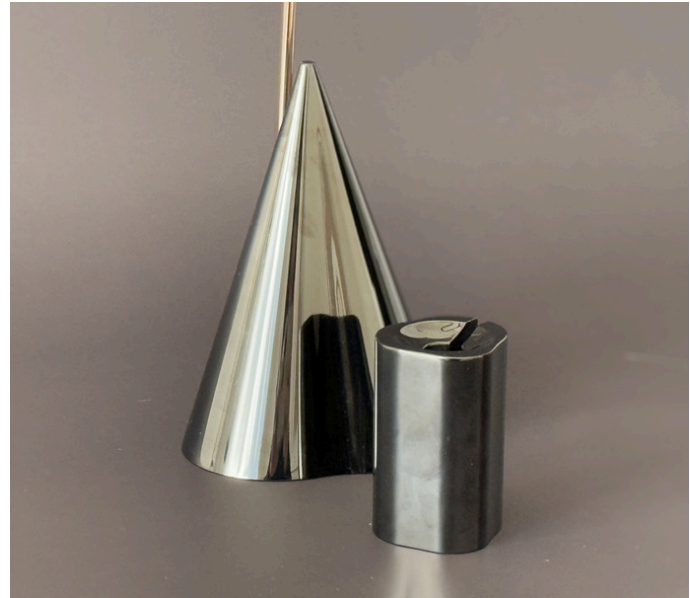
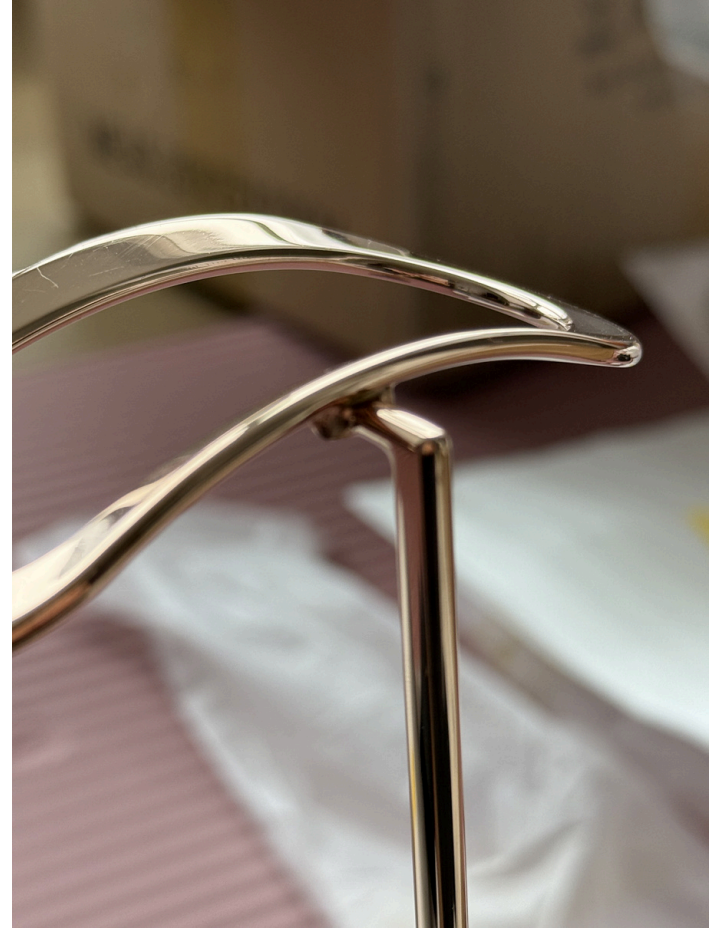


**AirPods Max**



**Sony WH-1000XM6**

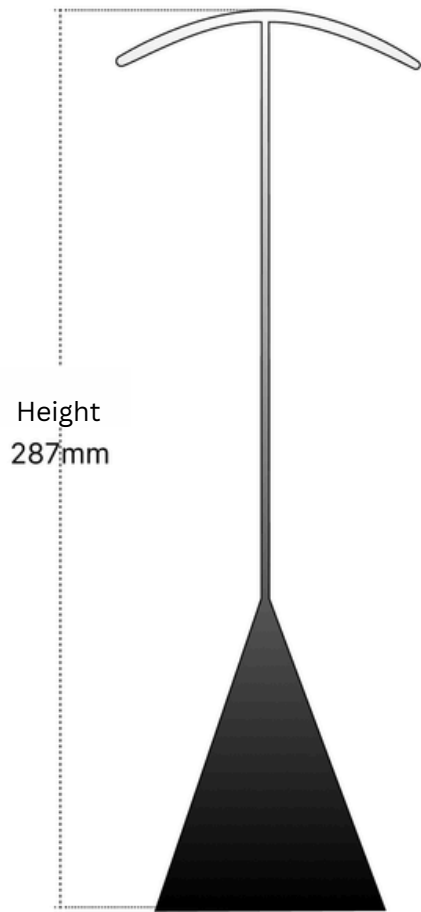




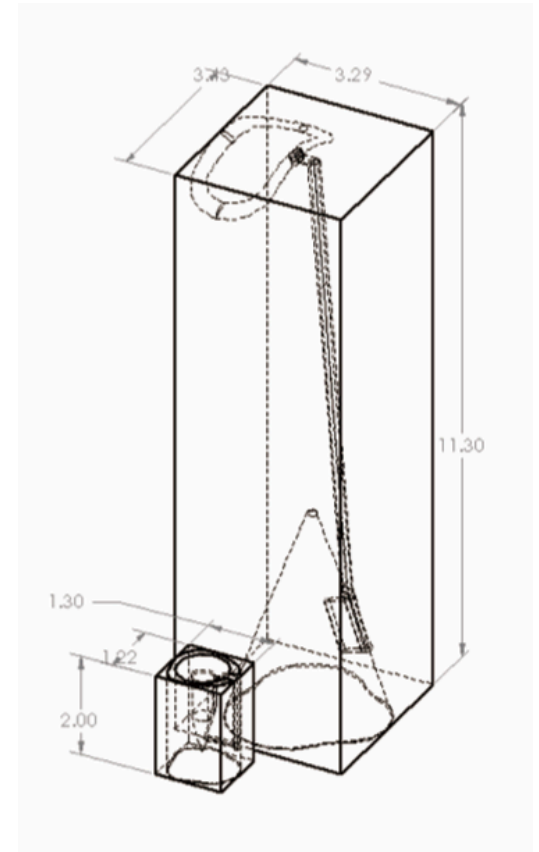
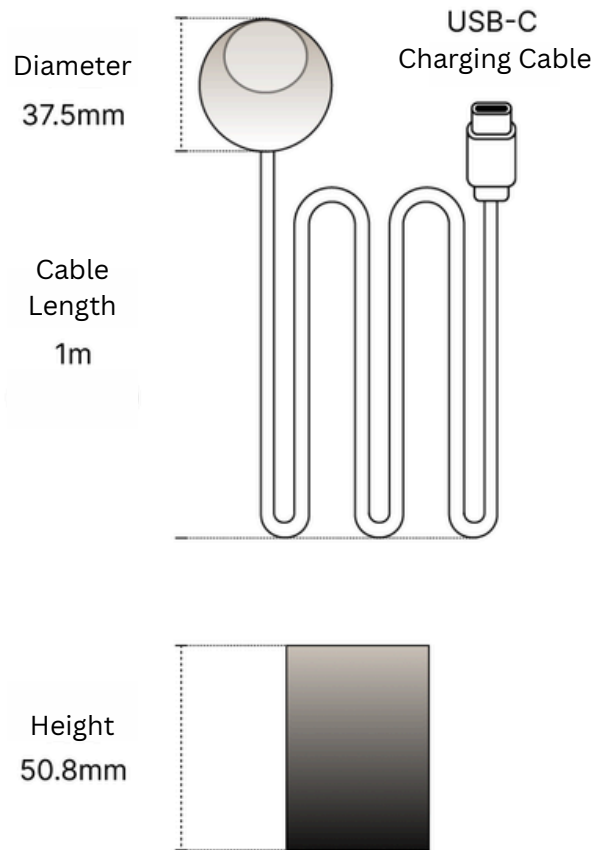
# Technical Dimension /

A storage system for Apple accessories. Engineered protective packaging made from recycled paper pulp ensures safe shipment.

E-0



E-1



## Safety and Regulation /

Both E-1 units have passed NCC and BSMI certification and are approved for official trade in 2025/2026.



BSMI: R65845

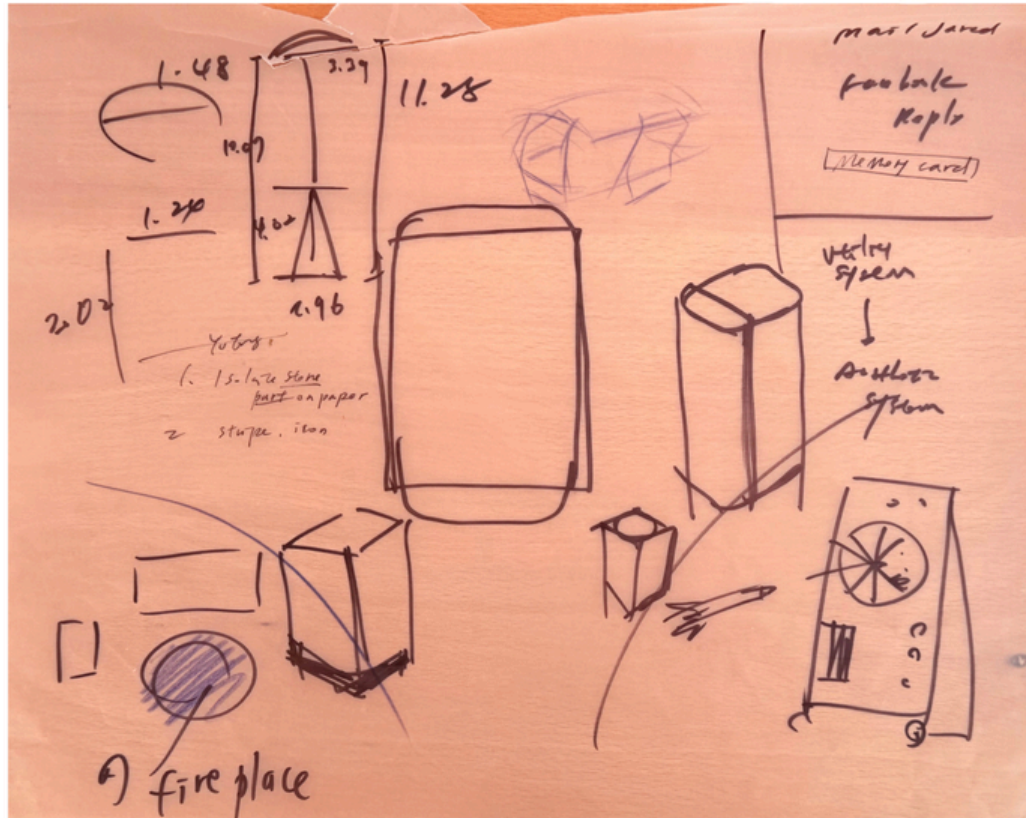
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# Shipping and Protection /

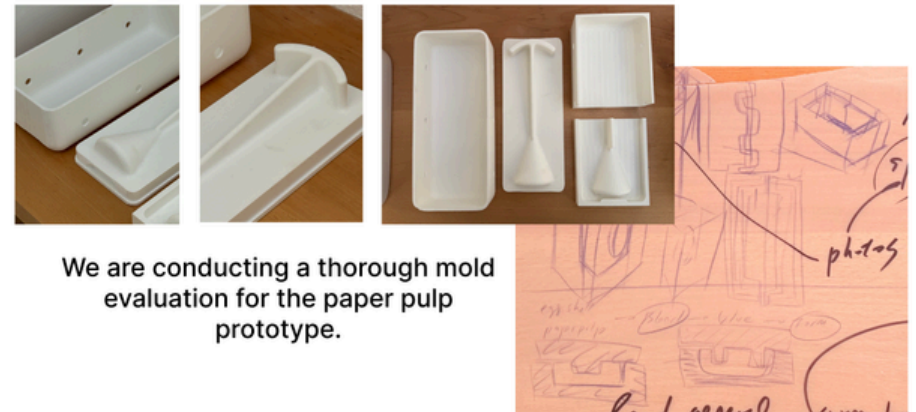
We experiments with recycled paper pulp as the core structure. A thin recycled polyethylene film wraps the exterior with printed graphics.



# Shipping and Protection / (Paper Pulp Mold Testing Study)



The form exploration starts with a straightforward rectangular volume to maximize structural integrity. Subtle rounded corners are introduced to elevate the tactile experience and comfort.



We are conducting a thorough mold evaluation for the paper pulp prototype.

Thank you.

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