

• FORECAST PROJECT

Lund University
School of Industrial Design
Master programme year 1
www.industrialdesign.lth.se

Retention

junjiegugu@gmail.com

Junjie Gu

In grocery stores, there are a large amount of ecological herbs over packed with plastic packaging and disposable plastic pots, which leads to plastic pollution on the earth. Noticed this issue, retention was designed to make a sustainable change.

Retention is a herb pot casted from aluminum which is light and durable for carrying. Herb customers are expected to return Retention to their local stores for refill new herbs. It creates zero packaging waste compared to traditional plastic packaging.

Retention does not only focus on durability, but also cares about the herbs' growth. Considering about the watering experience, Retention has a circle shaped bottom that can collect superfluous water from the drainage holes and keep the soil wet through water evaporation.

Hoping Retention can draw your attention to live in a less-waste living style.

