

Case Study: Microsoft Office for Mac

"It is simply a joy to work with a partner that jumps into a project with total conviction. Great talent, great communication, and a great attitude lead to incredible results. Transparent Container has all of these qualities."

PACKAGING PROJECT MANAGER
Microsoft Corporation



Specifications:

Market Segment:
Computer Software

Primary Channel:
Specialty Electronics

Secondary Channel:
Specialty Office Products

Format:
3-Part Fabricated &
Thermoformed Clamshell

Materials:
PET (Various)

Background:

The Macintosh business unit at Microsoft is dedicated to producing high productivity software for the Macintosh platform. Understanding the Macintosh user was important in producing not only the software but also the packaging. Innovation and an exceptional user experience were critical components to the success of the next generation of Microsoft Office for the Mac software.

Solution:

With a clear understanding of the design requirements and marketing objectives, the team at Transparent Container was able to supply packaging that met all of the objectives. A direct link from the client to the design and engineering teams ensured that no details were lost in translation. The tooling and manufacturing teams also understood the tight manufacturing specifications of this product and maintained strict quality procedures and detailed communications during the entire production cycle.

With the design complete, bringing the product to life required several design revisions, including; multiple hinge revisions, several snap revisions

and even creating prototype parts with final tooling. Pushing the limits of what was thought possible, led to innovative problem solving throughout the entire project.

The final solution incorporates three separate thermoformed parts. Each part with its unique features; undercuts to hold graphic cards, undercuts to hold the interior software case, perforated side hinges, together create a package that is uniquely Microsoft. The new package aligns with the brand strategy by expressing the qualities of Microsoft technologies and captures the joy of the Macintosh platform.