

## Ora – Design Effectiveness Awards

Contents:

1. Submission title page
2. Executive summary
3. Project overview
4. Outline of design solution
5. Summary of results
6. Other influencing factors
7. Research resources

### 1. SUBMISSION TITLE PAGE

**Submission Title:** Ora – The all-round kitchen towel

**Industry Sector:** Household Goods

**Client Company:** Better All Round

**Design Consultancy:** Acumen Design Associates

**Submission Date:** 24<sup>th</sup> June 2015

**For publication**



## 2. EXECUTIVE SUMMARY

Ora is the first product to come from British consumer goods company Better All Round (BAR), founded by entrepreneur, Oday Abbosh. Ora turns its back on nearly a century's precedent of square kitchen towel sheets to deliver the world's first round kitchen towel.

Whilst drying his hands on a traditional disposable towel in New York, Oday Abbosh noticed that the corners of the towel were unused. Ora is a product of this thinking and is disrupting the kitchen towel market – worth currently around £400 million per annum in the UK alone and \$12 billion globally.

Oday believes that innovative design & determination can lead to products which can revolutionise established categories and bring more exciting products to market, which are actually better for the environment and the consumer alike.

Now available in some 1,500 Tesco stores, Ora is easier for the consumer to use, easier for the retailer to stock, kinder to the environment and commands a premium price point in a market where there has been little or no innovation.

## 3. PROJECT OVERVIEW

### ***Project brief***

- Create the first round paper kitchen towel
- Reduce the waste of traditional paper towel product designs

### ***Description***

Oday Abbosh, founder of BAR, turned his back on nearly a century's precedent of square sheets and set up Better all Round (BAR), the consumer goods company that produces Ora – the world's first round kitchen towel.

In partnership with award-winning product designers, **Acumen Design Associates**, the round sheet was designed to be stacked and sold as individual sheets folded into an eye-catching conical shape, presented in a waterproof base, rather than wrapped around an inner tube, as is the case with the traditional kitchen towel design.

To bring Ora to life, BAR has designed and built a whole new manufacturing process making it possible to produce the unique Ora product. This sets BAR apart from other companies, for whom the level of complexity involved in conceiving an entire manufacturing system all too often presents a huge stumbling block. BAR has undertaken the enormous challenge of taking a product idea from concept all the way through to commercial success.

## ***Ora kitchen towel provides genuine benefits***

### **For consumers:**

- Ora's one-hand lift makes it easier to use – only one hand is required to lift off an individual sheet
- Ora is more hygienic to use. Since only one hand is required to lift off a sheet, there's no risk of contaminating the stack by having to pick it up with a dirty hand
- Ora's compact nature makes it easier to pick up when shopping, as well as easier to carry and store
- Ora is stylish and has a contemporary feel; it is aesthetically appealing and visually intriguing
- Ora is relevant to changing lifestyles and attitudes, particularly those concerned with space-saving and the environment
- Ora is on-trend with 'smaller is better' and in keeping with society's current sustainability agenda - 1 stack of Ora holds the equivalent of two traditional kitchen rolls
- Ora's one-hand grab design means people are encouraged to make a positive choice and use less paper – consumers only take off as many sheets as they need rather than pulling off surplus sheets, as is often the case with a traditional roll
- Ora's unique ease of use opens up significant new applications and non-traditional usage possibilities

### **For retailers:**

- At least 30% less lorries required to transport the same number of sheets and rolls
- 20% less packaging
- Less space on shelf
- Highlights the retailer's desire to deliver innovation to their customers

### ***Overview of market***

- The kitchen towel market is valued at around £400m today in the UK alone and \$12bn globally. The industry is dominated by a small number of global / regional players and has seen little innovation in years
- The kitchen towel sector is one of limited innovation and narrow pricing opportunities. Consumers want solid product performance but do not necessarily expect exciting or interesting presentation

### ***Product launch date***

January 2013

#### **4. OUTLINE OF DESIGN SOLUTION**

Ora is a brand new concept and is the first redesign of the product in a century. Each sheet is circular in shape, folded separately in a unique way, and delivered in a stack rather than a roll.

The folding design and overall packaging was designed by Acumen Design Associates and Ora is brought to market by Better All Round.

The design of the individual sheets was driven by the following specific requirements:

- The sheets must stack within an overall package size comparable to existing products
- They should dispense to the customer with the convenience and USP of a one-handed grab
- The stack must remain stable – i.e. sheets should not fall out from the stack, and the stack itself must not fall over when the consumer takes a sheet
- The sheets needed to be folded so that, even if it did fall over, the stack would hold its shape and the sheets would not come loose, separate or fall out of place unlike traditional rolls which typically unfurl when knocked over
- The stack needed to be wrapped so that it was easy to unpack, but with all sheets always protected

The base was designed so that the consumer could easily pick up the stack without contaminating the sheets, while also acting as a waterproof barrier preventing any spilled liquids soaking the bottom sheets in the stack unlike traditional rolls where the roll typically wicks up any spillage if placed on a wet surface.

Ora's unique packaging with no central cardboard tube has added value for the customer because a single stack actually holds the equivalent number of towels as two traditional kitchen rolls and one stack takes up 50% less space than two conventional rolls.

Because of this, 30% fewer trucks are needed to deliver the same volume of product.

For example, a regular delivery pallet's usable size is 165cm. Each pallet can hold 280 conventional twin packs (or 560 single rolls). The same pallet can hold 480 packages of Ora, which is the equivalent of 960 single rolls. This is 400 more than traditional single rolls – therefore 71% more kitchen towel on each pallet.

Transportation of the same amount of kitchen towel therefore requires 42% less trucks (and of course means savings in retail storage, shelf space in the home etc...).

Furthermore, each roll uses more than 20% less packaging and retailers require less storage space and replenishment to hold the equivalent level of stock. The design also required less bag and cupboard space for the consumer when they take the product home and store it.

For example:

Ora packaging weighs a total of 23g (including the base, top cone and outer plastic), compared with 32g (25g for two tubes and 7g for the outer plastic) on leading supermarket brand products.

Ora's 23g total packaging weight is also exceeded by smaller traditional products, for example when compared with 29g for a smaller traditional product (that has smaller sheets and tubes, weighing 22g for two and 7g of packaging).

### ***Environmental impact***

Each Ora stack holds 100 sheets which is equivalent to 2 traditional rolls. Ora's iconic conical design means:

- It saves in excess of 20% on packaging
- 30% fewer trucks are required to deliver the same amount of traditional kitchen towel
- Significant savings on storage and display space for the retailer and consumer alike
- Consequently, retailers are able to fit 45% more product in the same shelf space
- This also means reduced warehousing, transport & shelf replenishment
- Driving enhanced margin & revenue
- Ora is on-trend with 'smaller is better' and in keeping with society's current sustainability agenda - 1 stack of Ora holds the equivalent of two traditional kitchen rolls
- Ora's one-hand grab mechanism means people are encouraged to make a positive choice and use less paper – consumers only take off as many sheets as they need rather than pulling off too much, as is often the case with a traditional roll

### **5. OTHER INFLUENCING FACTORS**

- Ora has been designed and manufactured by an all-round British company. The Ora stacks are manufactured in Cambridgeshire and due to the unique Ora shape it has necessitated the design & build of an entirely new manufacturing line
- Ora has been featured in the FT, The Grocer, Marketing Week, Good Housekeeping, Tesco Magazine, Mumsnet and numerous other blogs, magazines as well as on radio
- In October 2014 Ora was awarded the prestigious "The Grocer New Product Award 2014" (in the Household category)
- Late in 2014, Oday was interviewed on Jazz FM's Business Shapers show
- Better All Round has been recognised as one of the UK's 100 most exciting and fastest growing companies by being invited to be an inaugural member of "The Leap 100" launched by City A.M. and Mischoon De Reya