

Move-it Cardboard Wheels and Handle.

Awards and Nominations

2011 Royal Commission for the Exhibition of 1851 Award
2010 Imperial Entrepreneurs Ideas Empowered
2010 Tata Blue Skies Award for Disruptive Technologies
2009 Age Concern and Help the Aged Design Award for Inclusive Community
2009 Helen Hamlyn Design Award for Creativity (Highly Commended)
2009 Sustain - RCA Sustainable Design (for Move-it)
2009 BIS (British Invention Society) double gold Consumer Product Award
2009 BIS double gold Natural Earth Award
2009 BIS gold medal British invention of the year.
2009 Professors Commendation Royal College of Art (for Move-it)

Finalist:

2010 Dyson Award. International + UK finalist
2010 iF Concept Award
2010 Imperial College Business plan competition
2009 Conran Foundation Award
2009 Withers Award



Concept Video: http://youtu.be/ac_0lF2pCH4

Assembly Video: <http://youtu.be/nEwKqIHvz-4>

Move-it It is a compact self-assembly carriage system for boxes of up to 20Kg, made entirely of cardboard.

It is fully recyclable and lightweight and consists of a set of two wheels and a handle. Different configurations of these components allows the user to move boxes of almost any size and shape and the handle can be used either with the wheels or on its own.

The idea of *Move-it* is to enable people to shop in a spontaneous way, then deliver their goods themselves, without having to struggle with the size and weight, rely on cars, vans or taxis, or wait-in for delivery.

Among the many applications, the system will be available in large shops which vend boxed goods direct to the public, where customers who want to take their purchases there and then, can utilise the system to ease their journey home. Once home the product can be disposed of by being recycled with the cardboard box, saved with the box for future trips, or reused on another box (condition permitting). The system is

designed for and can withstand a typical trip across the city on Public Transport and can even cope with rain and wet pavements.

What makes Move-it truly unique is that every single part is cardboard. Wheel, axle, chassis and handle can all be mashed up at the recycling facility and made into new cardboard products. The special repulpable water resistant coating applied to Move-it Wheels and Handle disperses harmlessly in the recycling process, and the wheels and bearing surfaces actually prepare themselves for efficient recycling through use. The lubricant in the wheel bearing is normally used up over a lengthy journey, but any residue aids recycling by reducing the foam head that can build up in the hydropulper.

Keenly aware of the gradual migration of the worlds population into towns and cities and of burgeoning oil prices, Move-it aims to decrease car and courier dependency in urban areas, empowering consumers to take responsibility for their actions in a way that celebrates the excitement and urgency of a new purchase. The Move-it 'trolley' destigmatises carrying shopping around on wheels for young and old alike, as it makes no statement about the type of person you are, simply that you have just bought something, and want to get it home *now*.

Product name: Move-it Cardboard Wheels and Handle

Designed by: David Graham

Manufactured by: DS Smith Triwall, Monmouth, Stells cardboard tubes, Yorkshire.

Materials: Treated industrial cardboards, 3M pressure sensitive adhesive.

Colour: Brown (or as customer dictates) with yellow cardboard wheels.

Size: Wheels 100mm x 120mm x 180mm. Handle 200mm x 650mm.

RRP: Free instead of subsidized delivery or £6.95 for 2x wheels + 1 x handle where sold. Contact for volume prices.

Production: Fully tooled up for mass production.

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