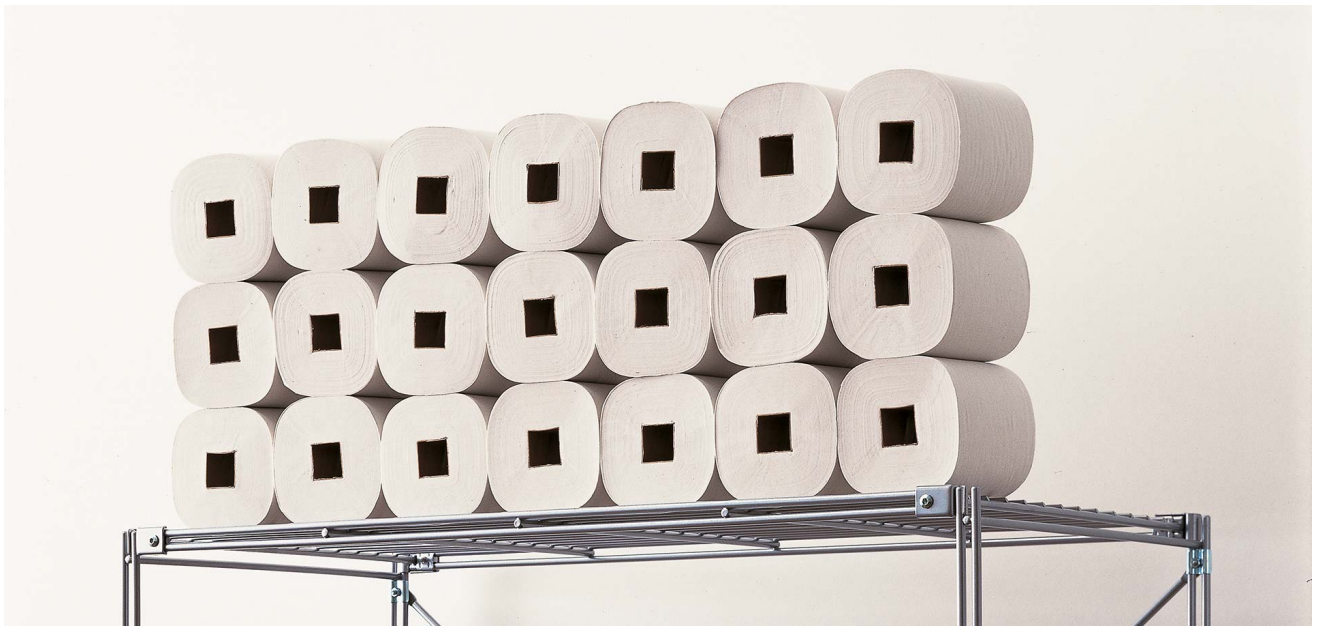


Year: 2000

Location:

Program: Product Design

Square core toilet paper



Toilet paper is rolled around a square tube instead of the typical round toilet paper tube. The square core makes it harder to pull the toilet paper smoothly, thus preventing overuse of the paper. The square rolls stack more efficiently than round rolls when packaged, saving space and cost when being transported and stored. This was designed for Re Design Exhibition by Kenya Hara.