



**SOUTHWIRE**  
COMPANY

EST.



1950

70 YEARS OF DELIVERING POWER

**48-Hour Repack  
CHALLENGE**





**Southwire** is North America's leading manufacturer of wire and cable for the distribution and transmission of electricity. The company produces a wide range of products, including building wire, metal-clad cable, utility products, and portable and electronic cords. Beyond its core manufacturing, Southwire also provides contractor equipment, electrical components, hand tools, and jobsite power and lighting solutions.

Since 1950, Southwire manufactures a vast array of products essential for electrical systems, such as building wire and cable, metal-clad cable, utility products, and portable and electronic cord products. They also provide contractor equipment, electrician's tools, and other related electrical products and services.

Southwire is a leading developer and supplier in its field, with a significant portion of the cable used for the transmission and distribution of electricity in the U.S. being manufactured by them. Southwire is headquartered in Carrollton, GA with 9000 employees globally and over 25 manufacturing plants and distribution centers worldwide.

Our Mission is simple, “To be a **preferred provider** of solutions to the electrical industry by providing innovative products and services with exceptional quality and delivering on our promises.”

**Project Scope:**

Eliminate the 3.5" Plastic Spool

**Background:**

3.5" Spool is made of 100% recycled polyethylene, and the material is wound on to the spool, placed in a carton of 2.

**Objective:**

- Must be in a pack of 2
- Must dispense the product easily
- Use sustainable materials
- Ease of identification on individual packaging

Product Locator:

These spools can be located at Lowe's and The Home Depot on the shelf in the wiring Aisle or a visit to our Southwire – Carrollton, GA.





## **What does Success Look Like?**

Sustainable Materials used (biodegradable, regenerative natural resource, recyclable, etc.)

Easily identifiable to the consumer

Protects the products

Makes it easy for customers to transport and consume the product

Easy to Manufacture and automate the manufacturing process

Cost reduction



## **Project Deliverables And Expectations**

1. One of the solutions, or components of multiple solutions, may be commercialized by Southwire.
2. The students may use the name, logos, or trademarks for Southwire products in preparation of the challenge submissions to deliver professional / appropriate to a corporate environment.
3. The Entry must be accompanied by the following:
  - High-res photos of your 3D mock-up of your package design
  - High-res images or drawings that show-case your design
  - 1 copy (word or pdf) of the design rationale supporting your entry, maximum 500 words
  - 1 YouTube style video with your “sales pitch”, max. 2 minutes. Include a compressed version in your zipped folder AND provide a link to the video URL on YouTube on your Entry Form
  - Signed Submission Agreement and Entry form (Download at <https://48hrrepack.com/competition/> bottom of page)
  - For our website (see examples at <http://48hrrepack.com/past-contests>):  
1 image of your designs at 286 pixels (w) x 202 pixels (h), 72 dpi  
2-4 images of your design at 700 pixels (w) x 351 pixels (h), 72 dpi