

## Raw Materials

Cardboard- Cardboard's strength is measured by the thickness of its corrugated medium. Each cross section consists of paper material shaped in the form of waves, called flutes. The larger the cross-section is, the stronger the cardboard will be. After doing some research, we decided that we would construct our chair using double wall corrugated cardboard for its extra strength.

[http://www.wholesale-boxes.net/corrugated\\_cardboard\\_types.php](http://www.wholesale-boxes.net/corrugated_cardboard_types.php)

Glue- After doing some research, we decided that one of the best glue's on the market is a product called, gorilla glue. This glue is extremely strong, and is recommended for heavy duty outdoor use. Not only waterproof, the glue is also temperature resistant which means it will be strong and durable. On their website they showed several projects where the glue was used to bond different types of cardboard together.

<http://www.instructables.com/contest/cardboard/>

## Competitive Products

There are several cardboard chairs on the market, however they all use a similar design and cost around \$30- \$55. Most chairs are portable, and are made from various types of cardboard. Here is a list of links of some of the available products currently in the market.

<http://www.moolka.com/jzv/prod?o=froogle&prodId=24915>

<http://www.comfortmarket.com/cbd004.html>

<http://www.vat19.com/dvds/elia-miniature-cardboard-chair-kit.cfm?adid=gbase>

## Recyclability

Our groups will be creating chairs made of cardboard we can imagine that if we had a company we would use a lot of this substance. Producing many items with cardboard comes with many leftover pieces or a number of unacceptable chairs made leaving us with extra cardboard. What we can do with this cardboard is recycle it. Large amounts of cardboard can be recycled every year. It can be very economically beneficial for a company or industry that deals with a large usage of this material. Cardboard and paper can be collected and recycled into different types of paper products. The downfall is that every time it is recycled the individual figures become weaker which limits the amount of times it can be recycled. After being recycled to many times it would break down into compost naturally. With all the recycled cardboards being reused to make paper products companies can save many trees as well as money for office supplies.

<http://festiverecycling.planetark.org/documents/doc-180-cardboard-factsheet.pdf>

<http://www.recyclingexpert.co.uk/RecyclingCardboard.html>

## Positioning Statement

Our goal is to provide a comfortable, durably, low cost, and an easily transportable chair that beats all competitors, not only in price but quality, durability, comfort, cost, and ease of transportability.

## Customer Needs: Comfort, Durability, and Cost