

COCO
CAT

ECO PLAY



PROBLEM

SUSTAINABILITY

- Fully plastic product
- No recyclable parts
- Toxic/harmful materials for cats

DESIGN

- Isn't aesthetic/attractive
- Doesn't work as a toy
- Makes an annoying screech

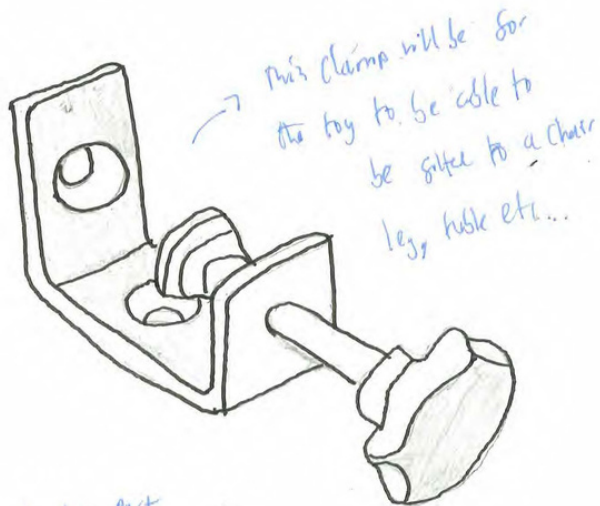


DEVELOPMENT

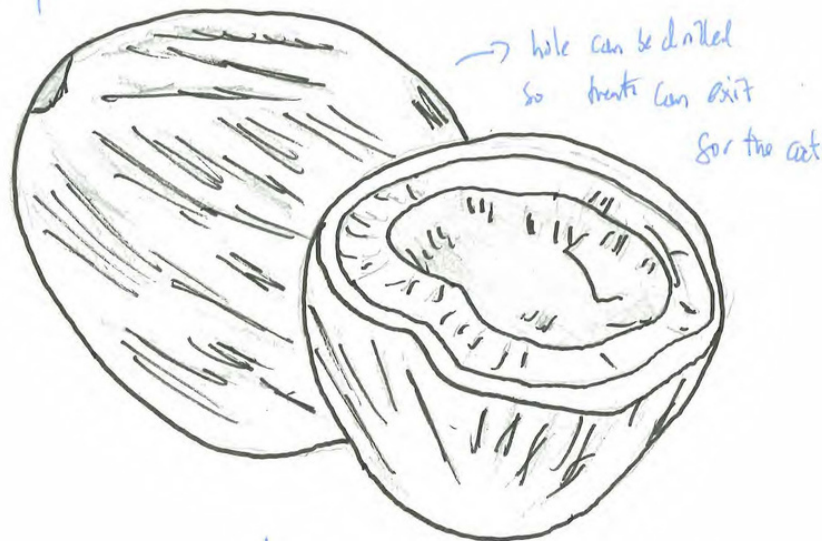
Materials + parts

- Coconut
- willow branches
- clamp

attached to bottom of toy



coconut shell for top part

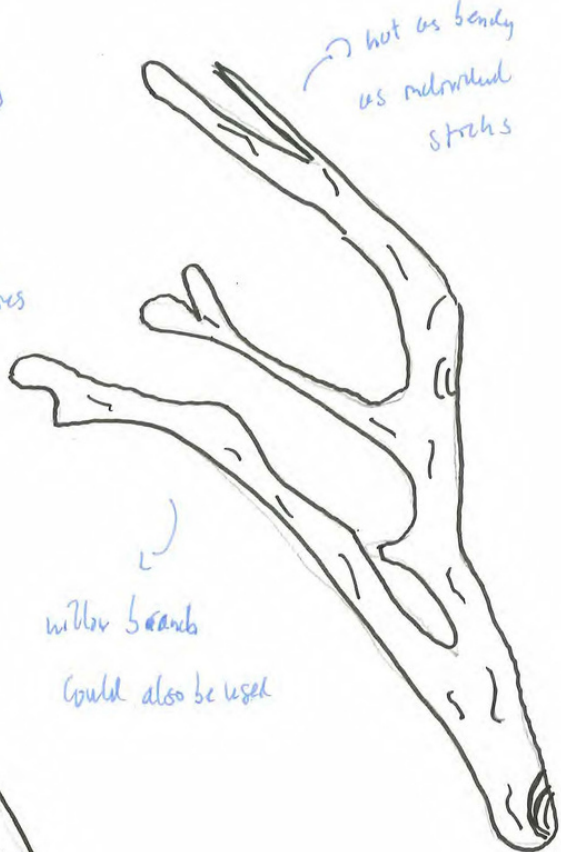


to fill the coconut, it will be cut in halves and can be fitted together easily

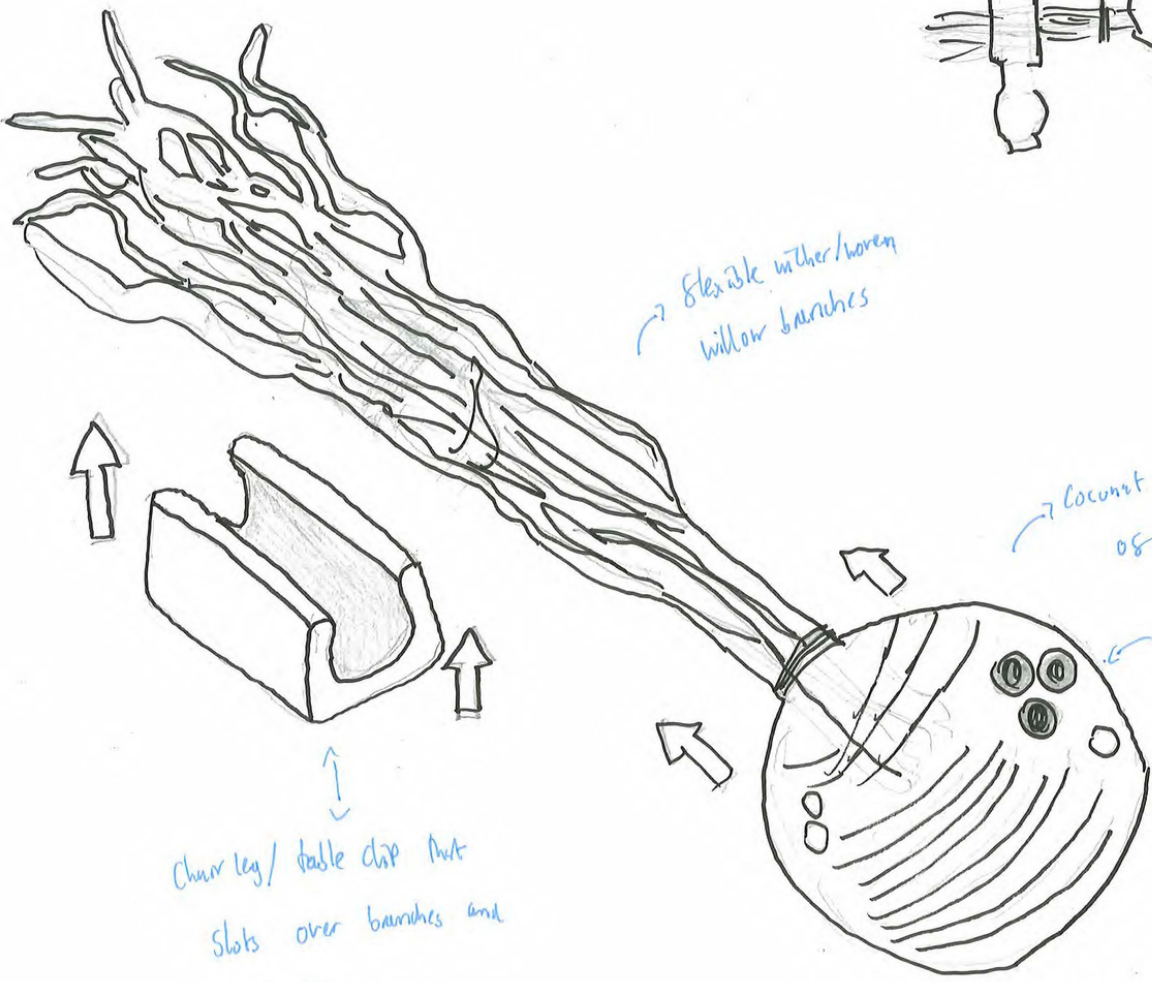


willow has very sandy properties

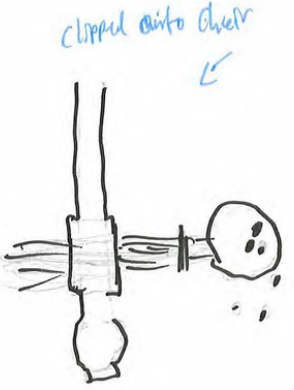
willow sticks could be woven together for the body to create the sandy effect



willow branches could also be used



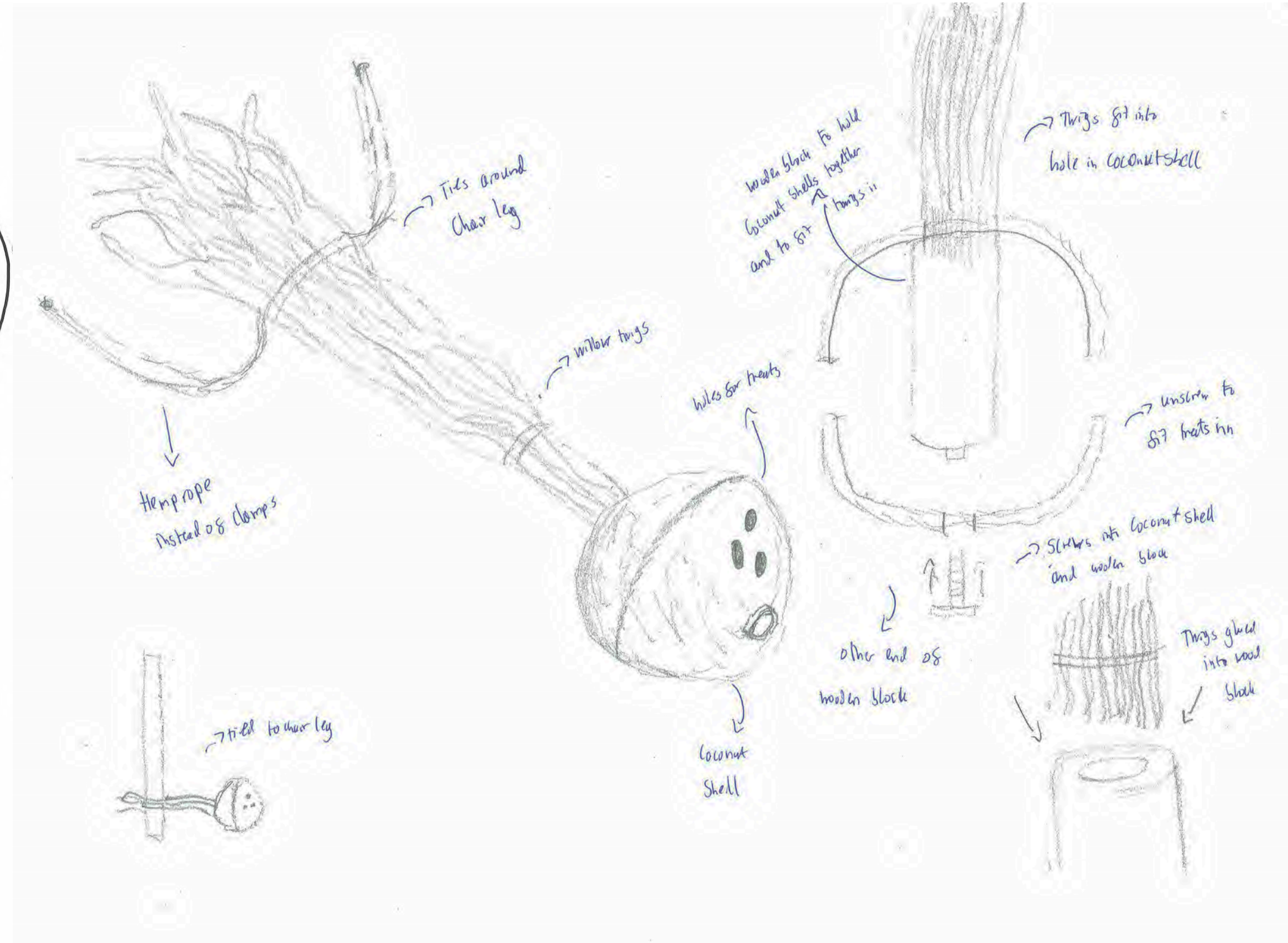
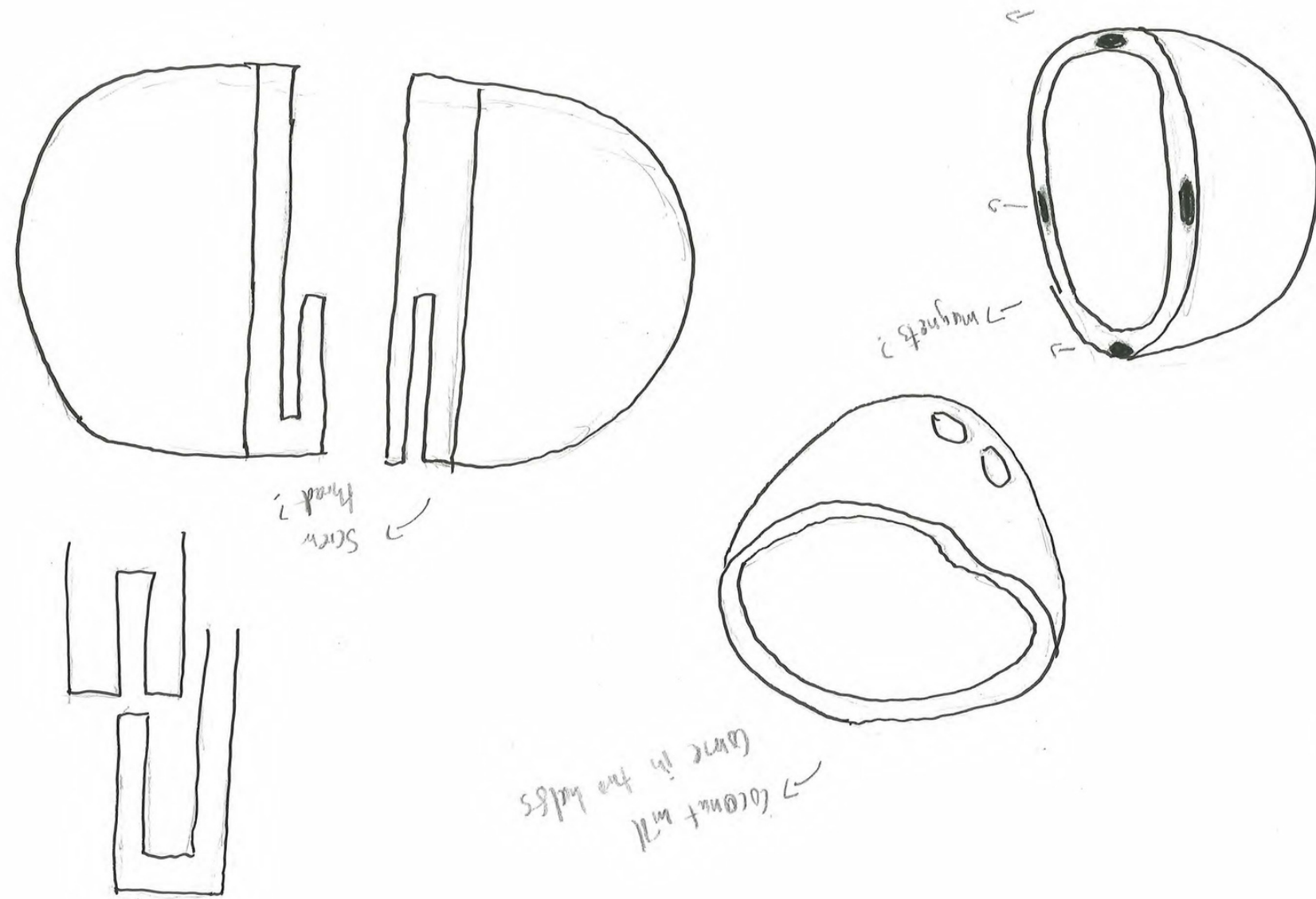
flexible with woven willow branches



coconut slots onto end of woven willow branches

holes for fruits to fall out

DEVELOPMENT



SOLUTION

SUSTAINABILITY

- Fully recycled product
- All natural materials
- No harmful/toxic materials

DESIGN

- Simple/aesthetically pleasing
- Ties to any chair/table leg
- Whilst being played with, treats escape through the holes in the coconut



MATERIALS

COTTON ROPE

COCONUT SHELL

WILLOW TWIGS



FEATURES

WILLOW TWIGS

These twigs bend as the cat hits the coconut, meaning treats can fall out easily

COCONUT SHELL

Has holes on for cat treats to exit the toy

COTTON ROPE

Used to tie product to chair/table legs
(Ransom Knot)



FUNCTION



WHAT IS IT?

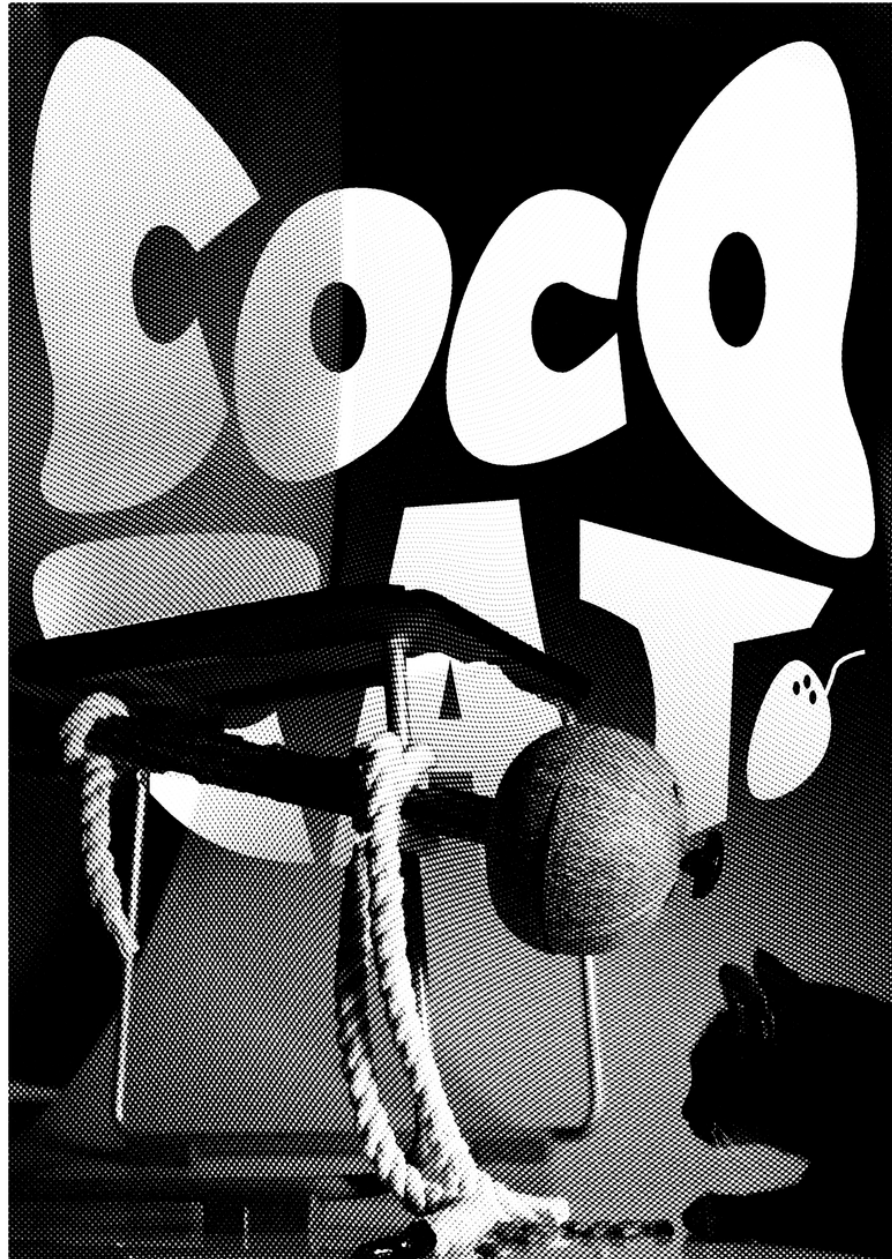
- 'Cococat' is a cat toy made of natural materials, such as coconut shells and willow sticks.
- It attaches to a chair or table leg so that a cat can play and get rewarded

FEATURWS

- Ties to chair legs
- Treats escape toy as played with by cat
- Fully sustainable materials
- Made for bored indoor cats
- Can double up as feeder



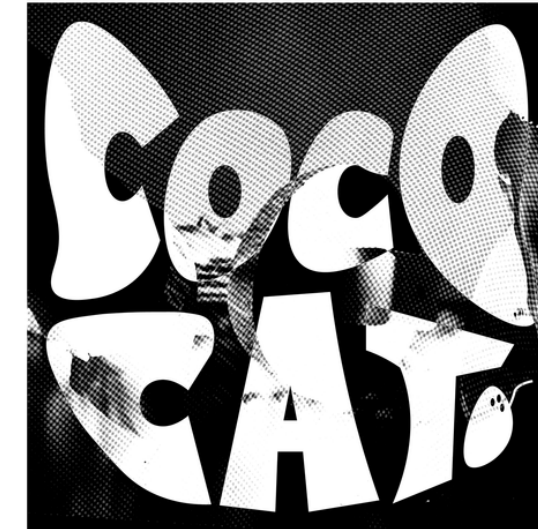
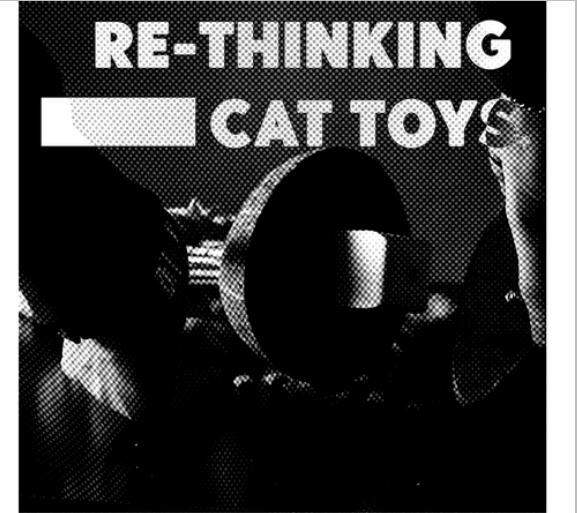
ECO PLAY.



RE-THINKING CAT TOYS.



RE-THINKING CAT TOYS.



ECO PLAY.

COCCO
CRAT

The logo consists of two lines of text. The top line, 'COCCO', is rendered in a light brown, rounded, bubbly font. The bottom line, 'CRAT', is in a dark brown, bold, blocky font. The letter 'T' in 'CRAT' is partially replaced by a stylized coconut with a green stem and three white seeds on its brown surface.