

The logo consists of a white square with a smaller white square inside it, followed by a white horizontal line and the word "BASF" in a bold, white, sans-serif font.

■ ■ BASF

We create chemistry

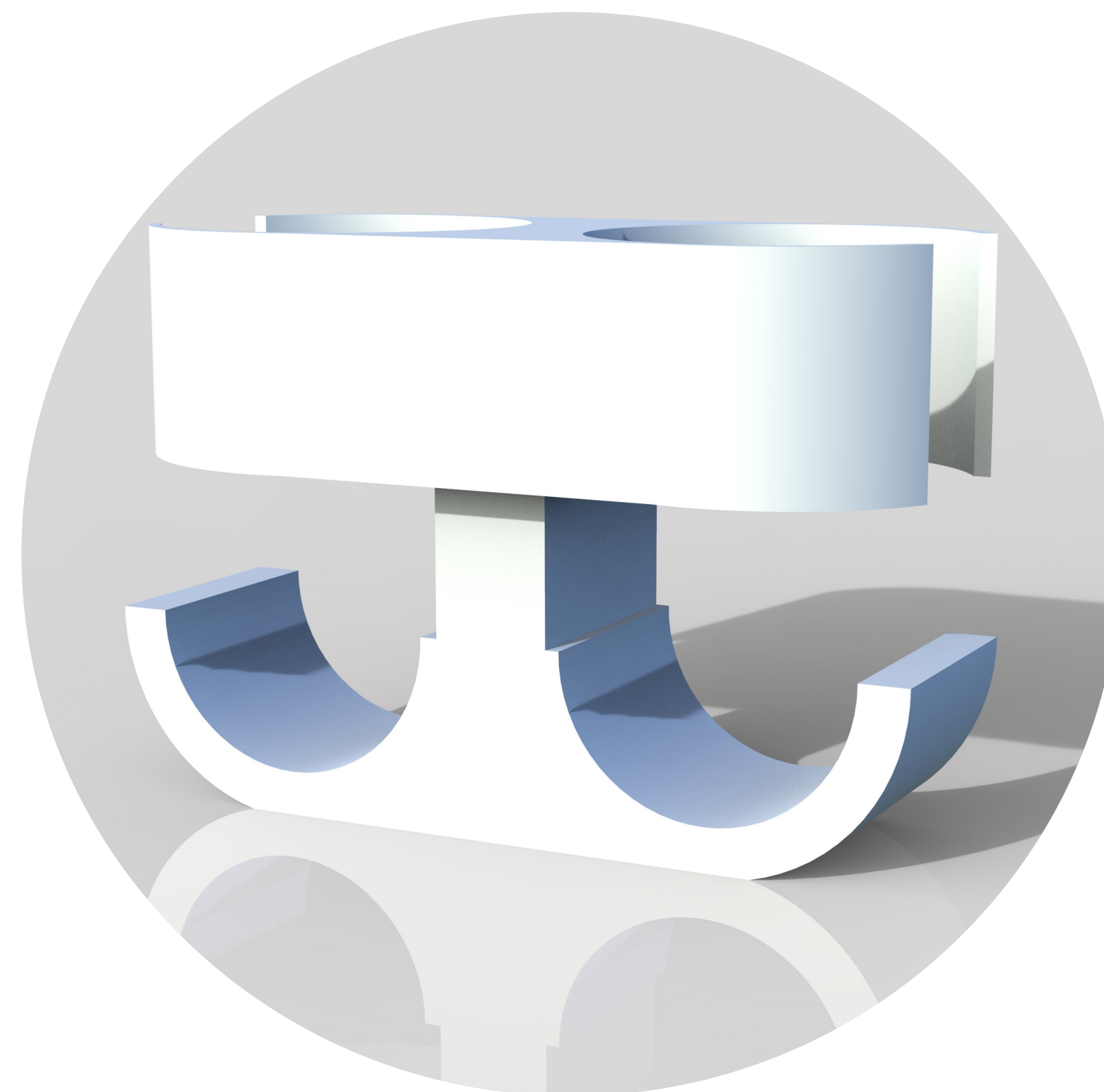
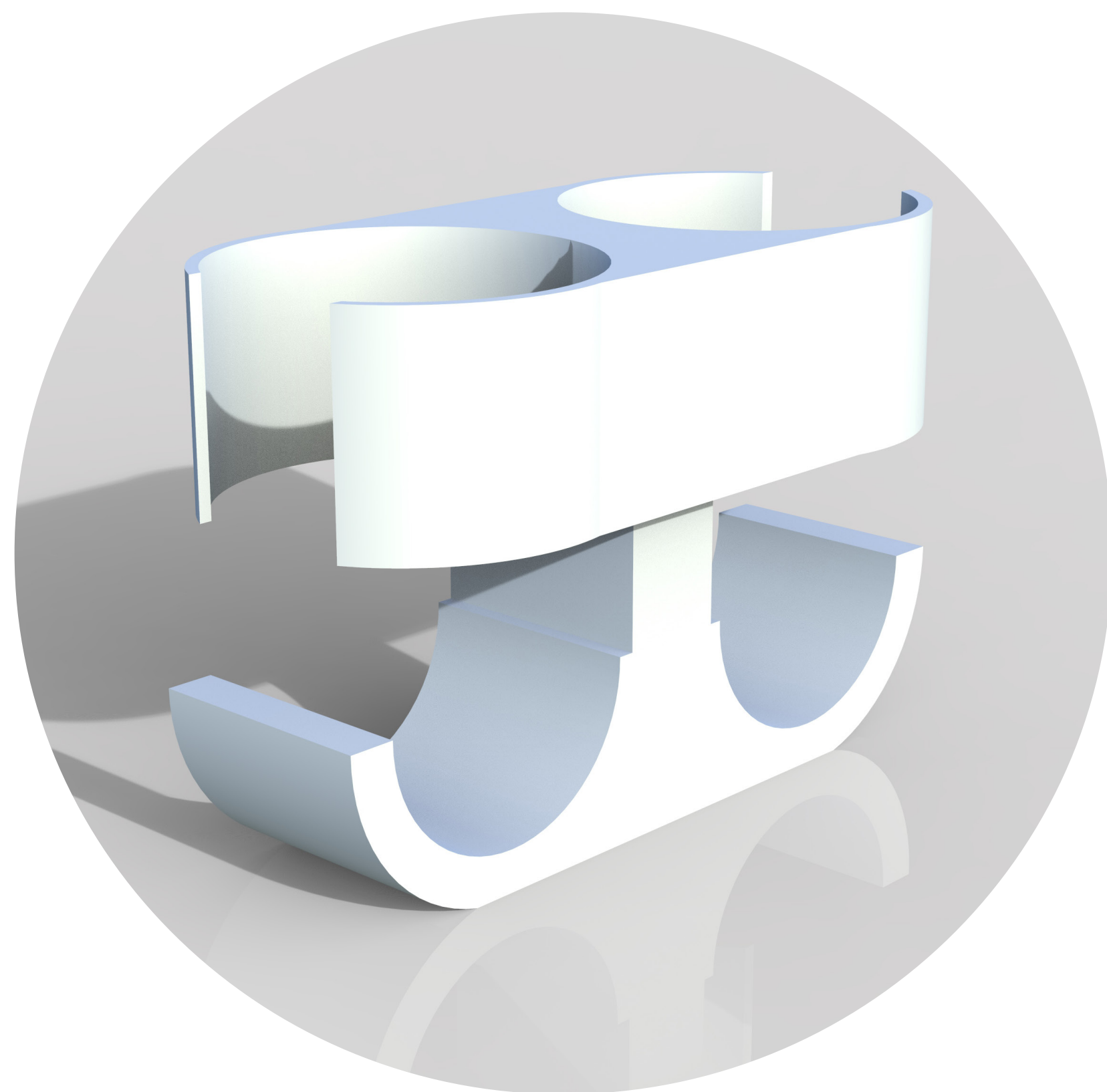
Product Idea

Create device wich can handle storage cables. Each cabel is long 5 -8 m and thick 1 cm.



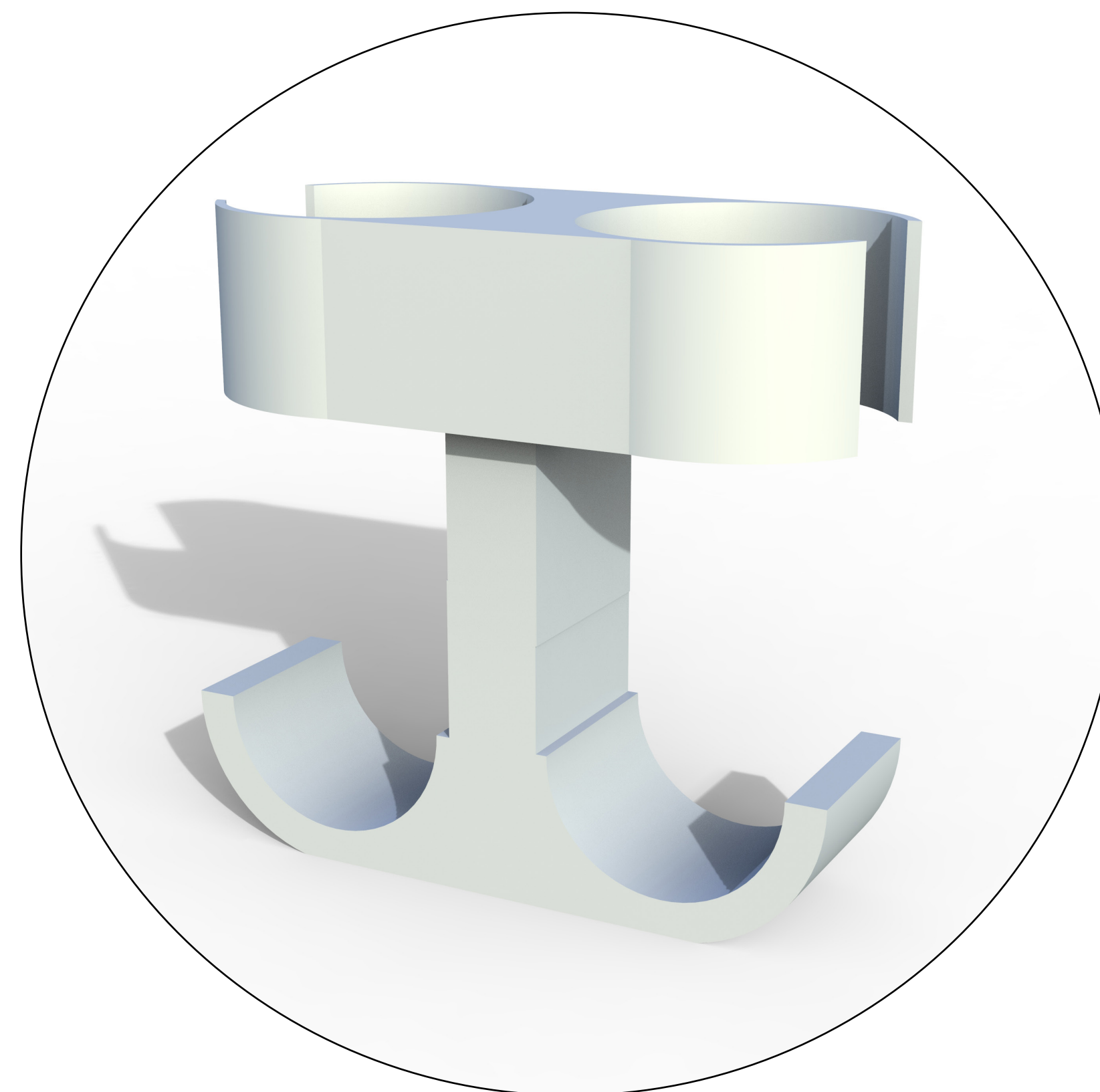
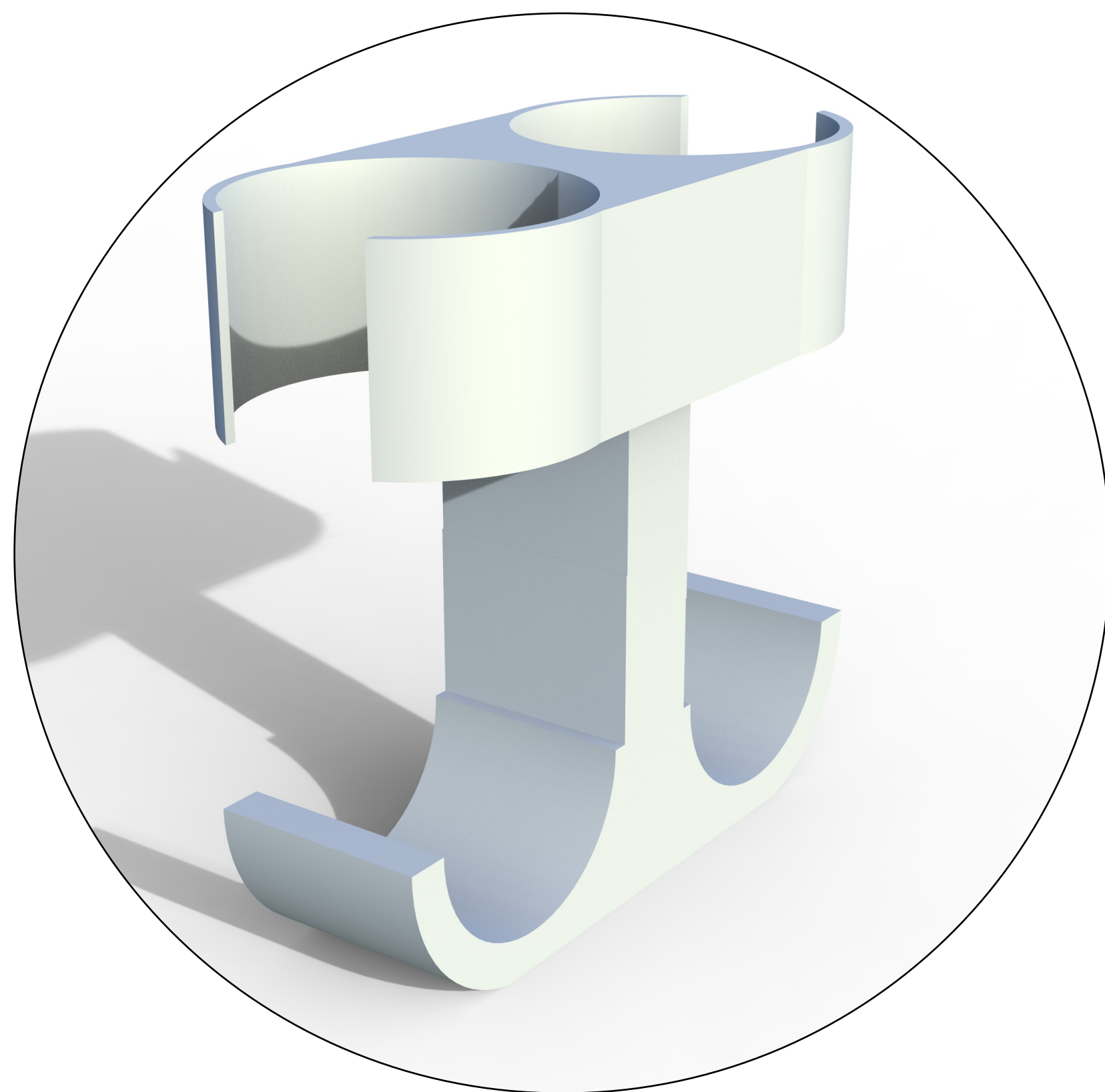
Product Design version 1

Desing is minimalistic, small, portable. Can be place anywhere in the car trunk.



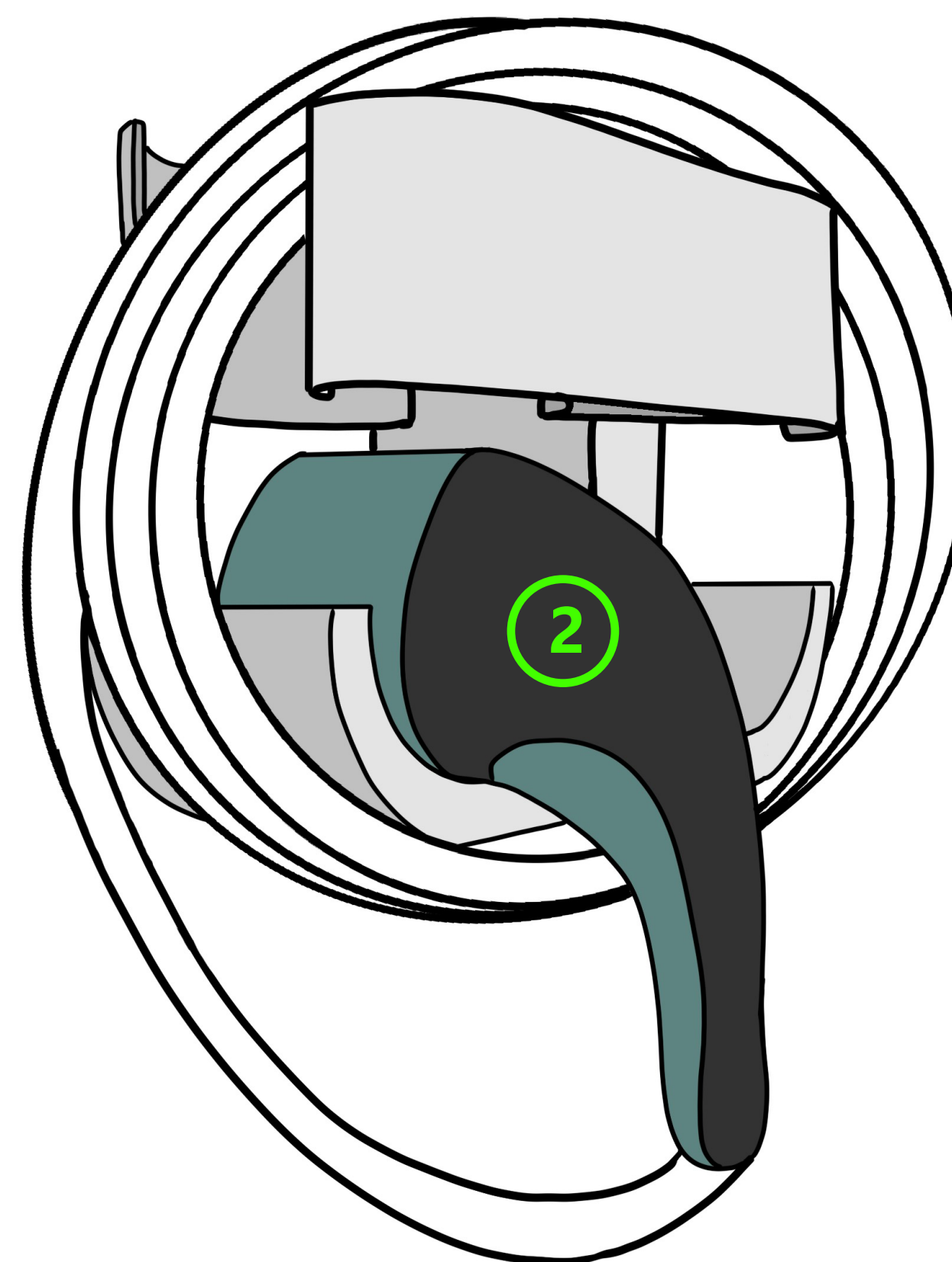
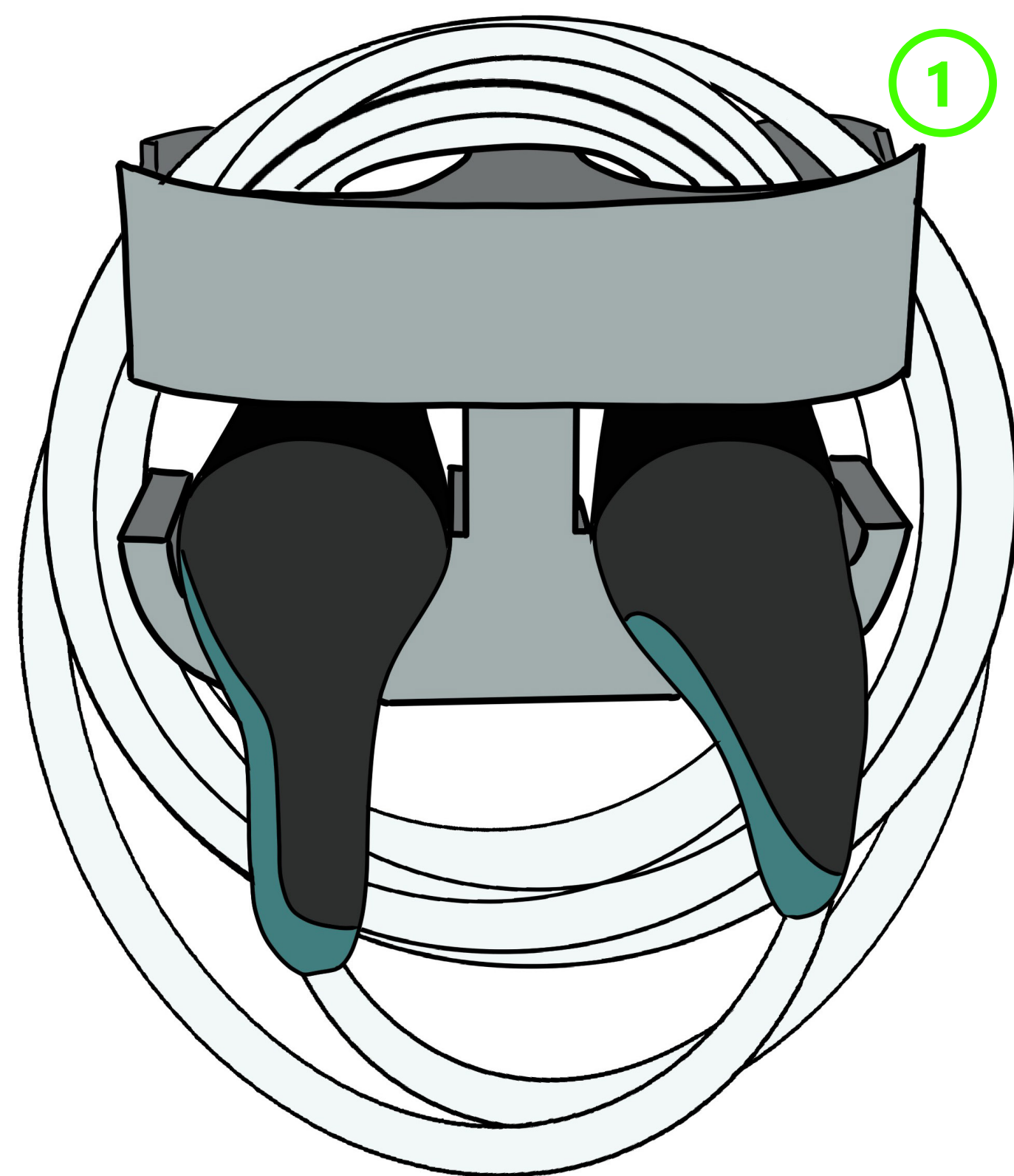
Product Design version 2

Second version is taller, so you can wrap cabels around whole object without problem.



How it work?

Cabel is going around whole object(1).
Electricity part will go straight to
the holes(2).



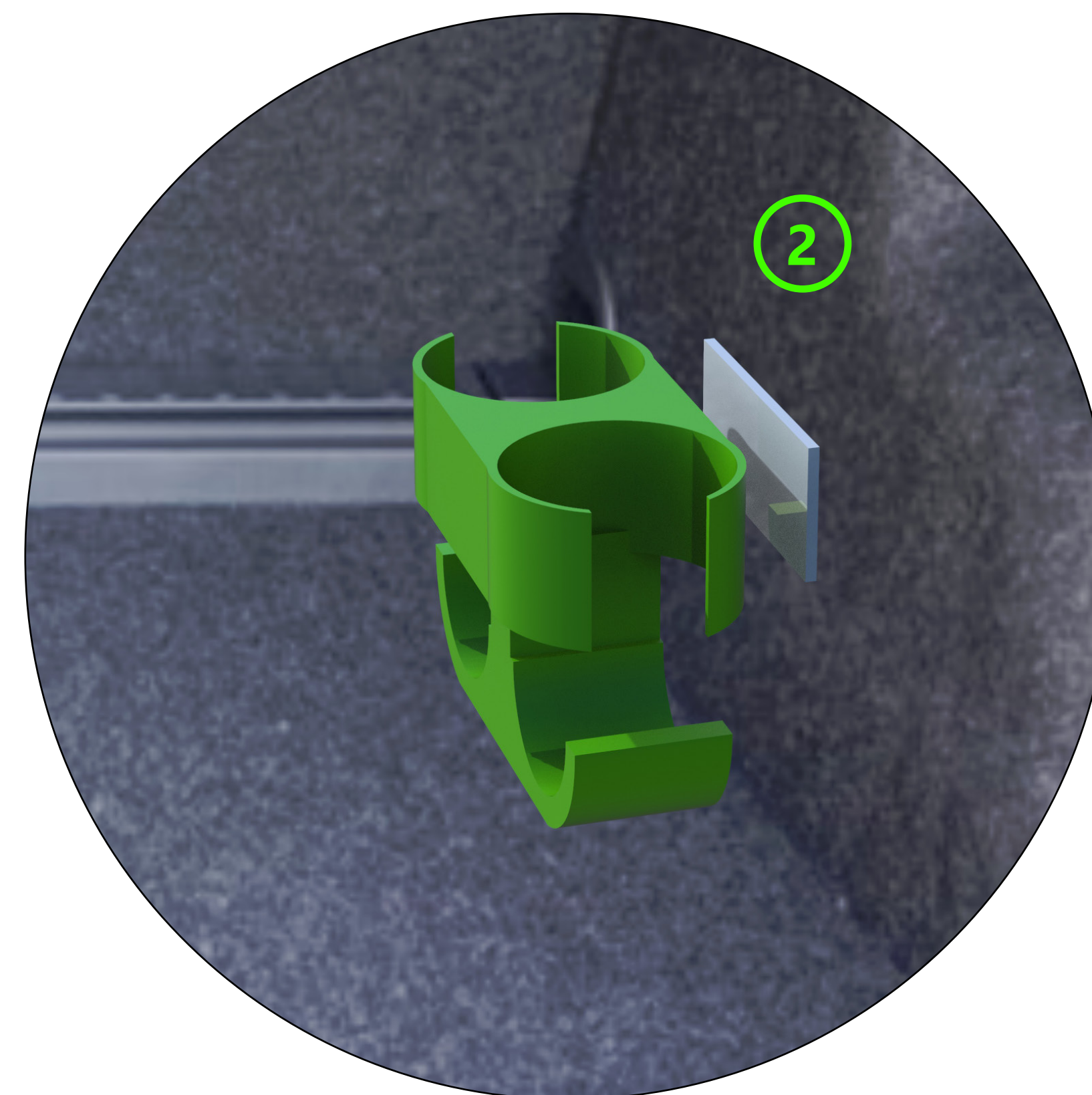
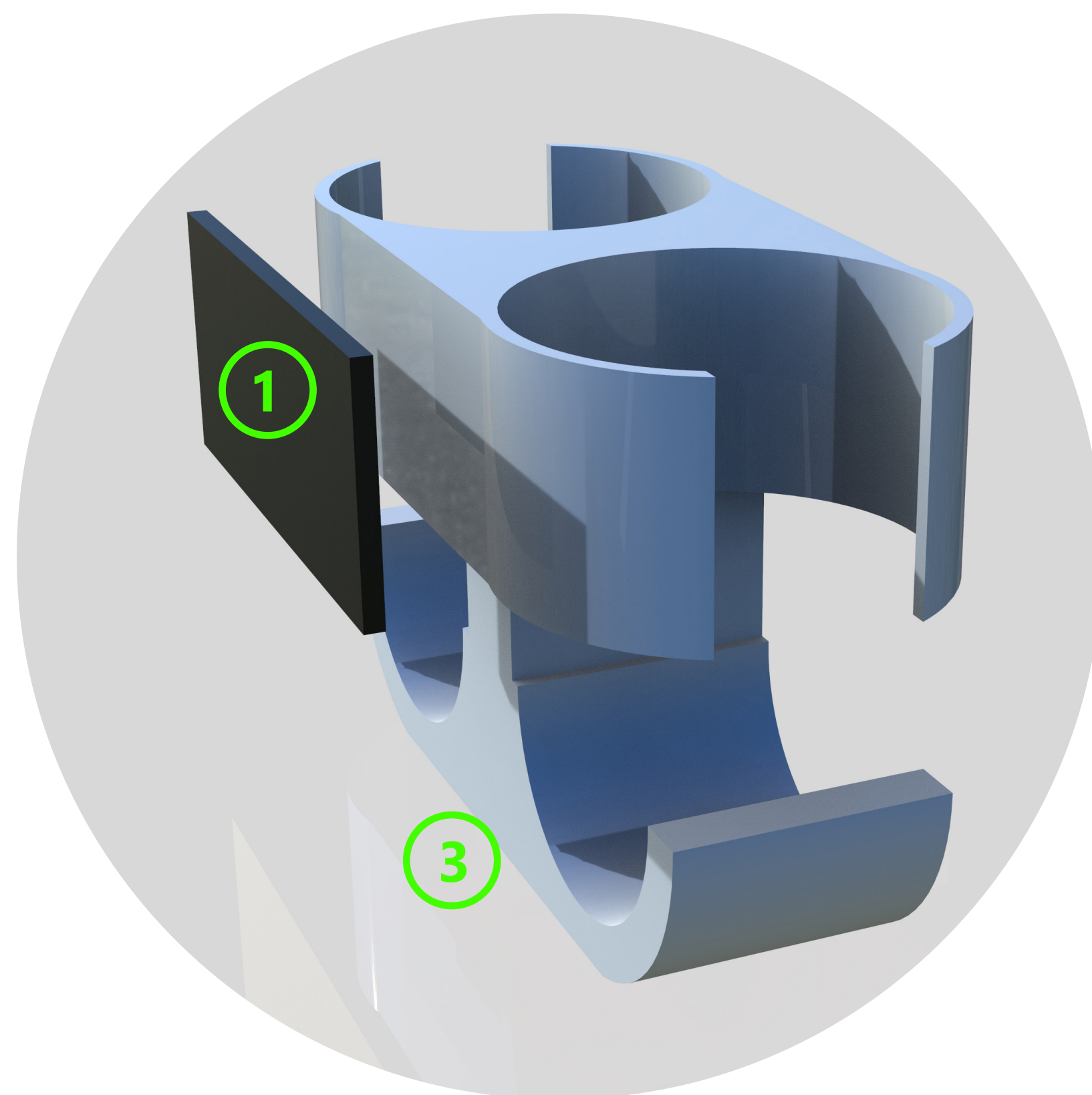
Place for product



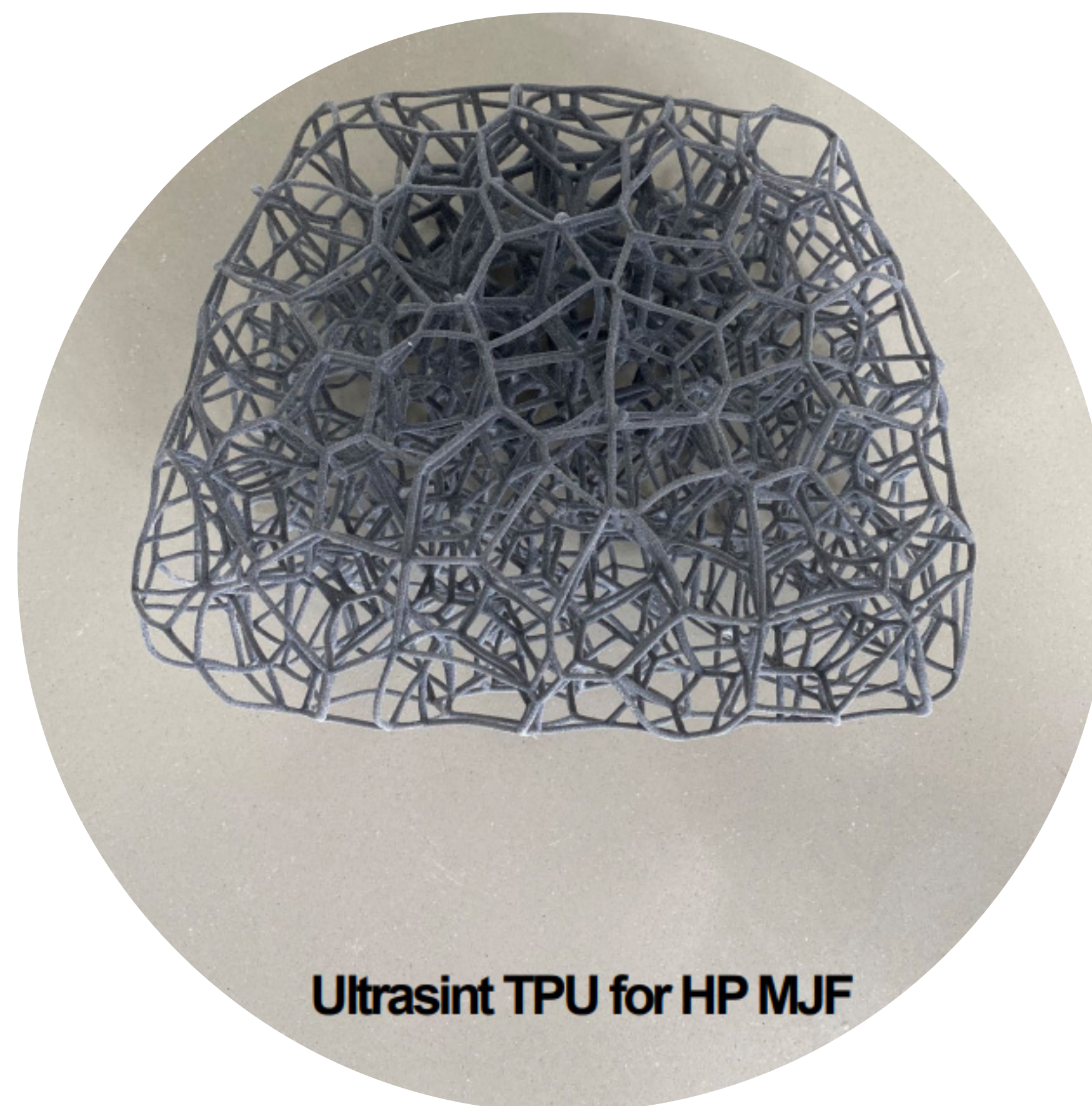
Attachment to the trunk

On the back there is a Velcro fastener, thanks to which the entire object is attached to the walls of the trunk.

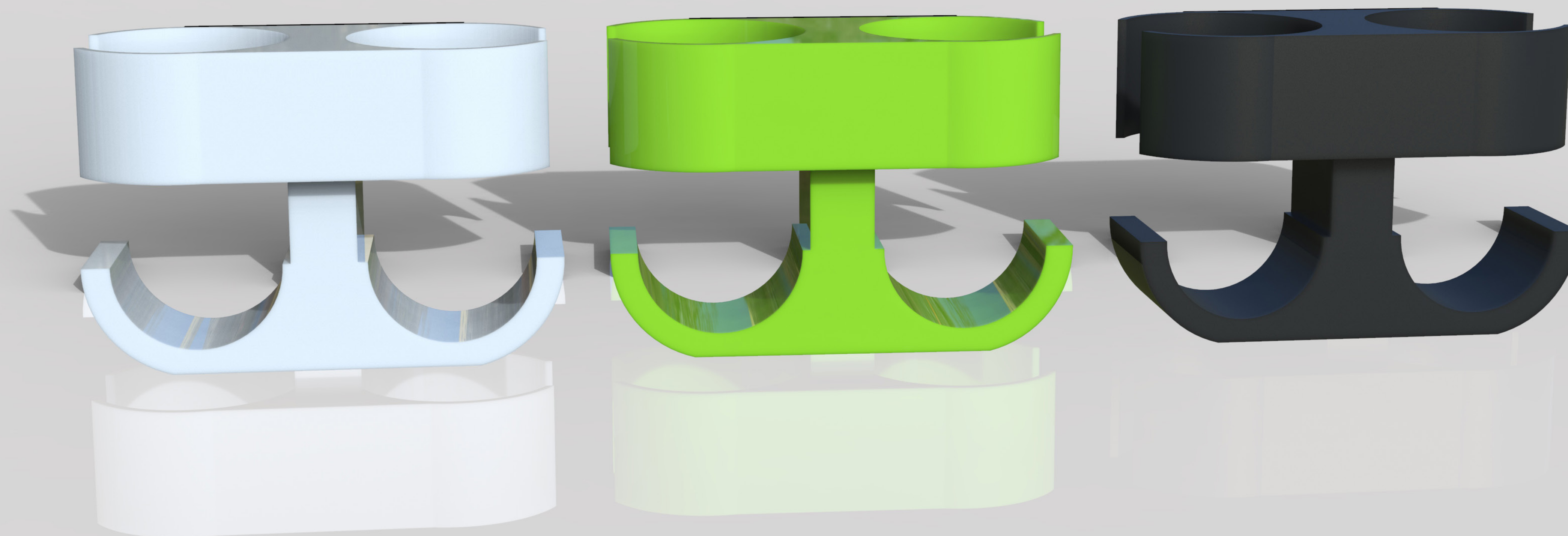
Velcro (1)
Velcro in car (2)
Device (3)



Material



Colour variations



Logo options



Option 1

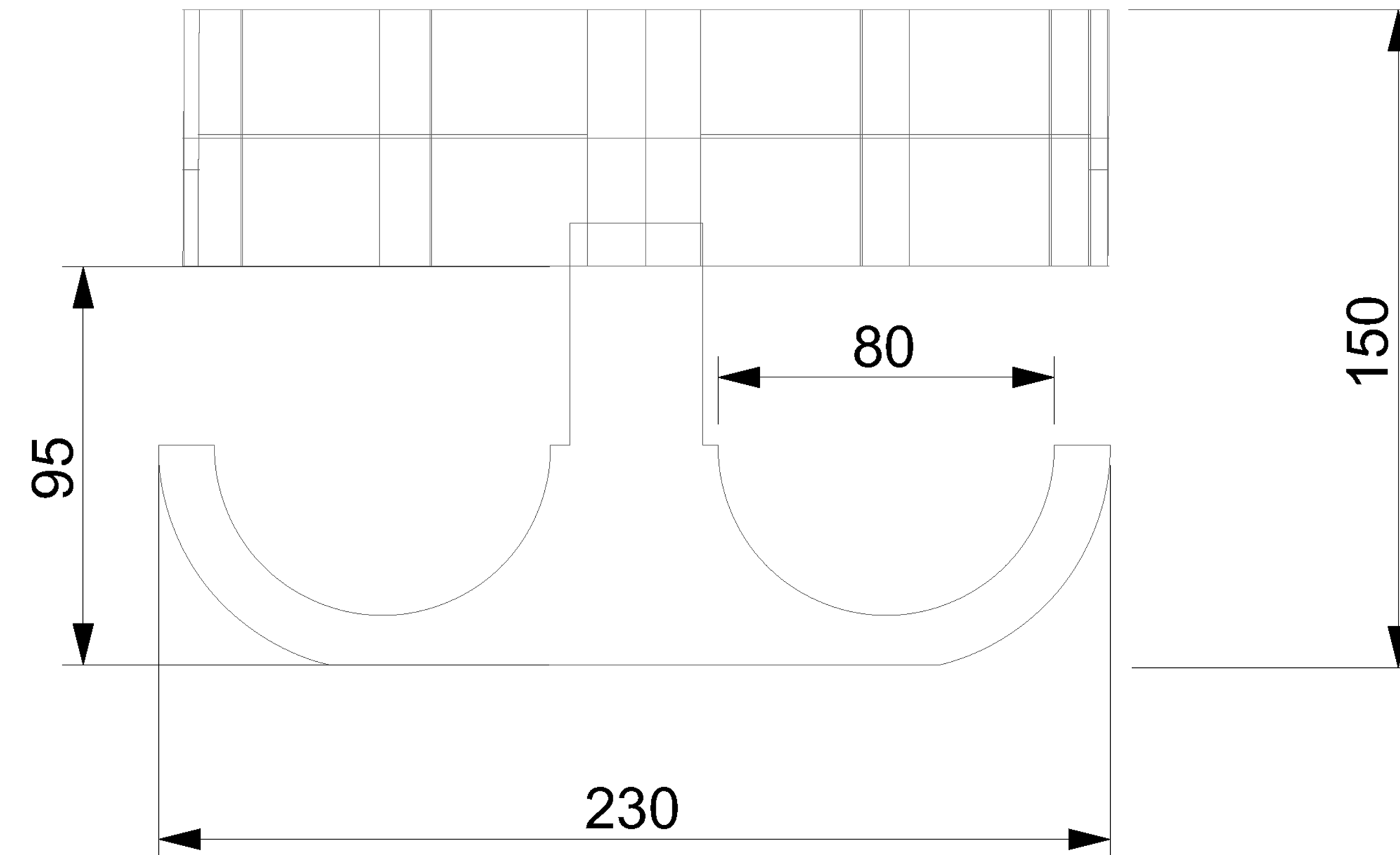
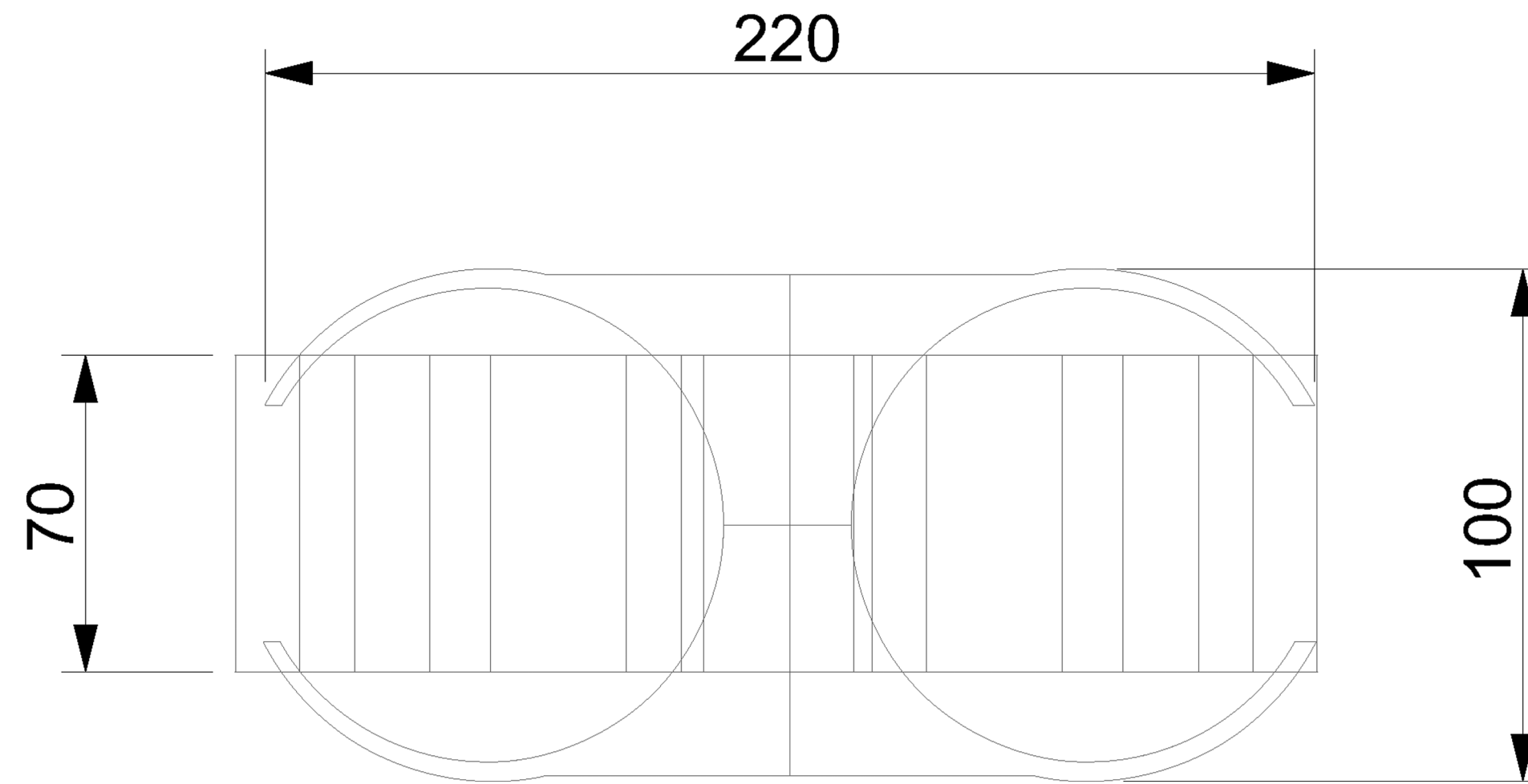
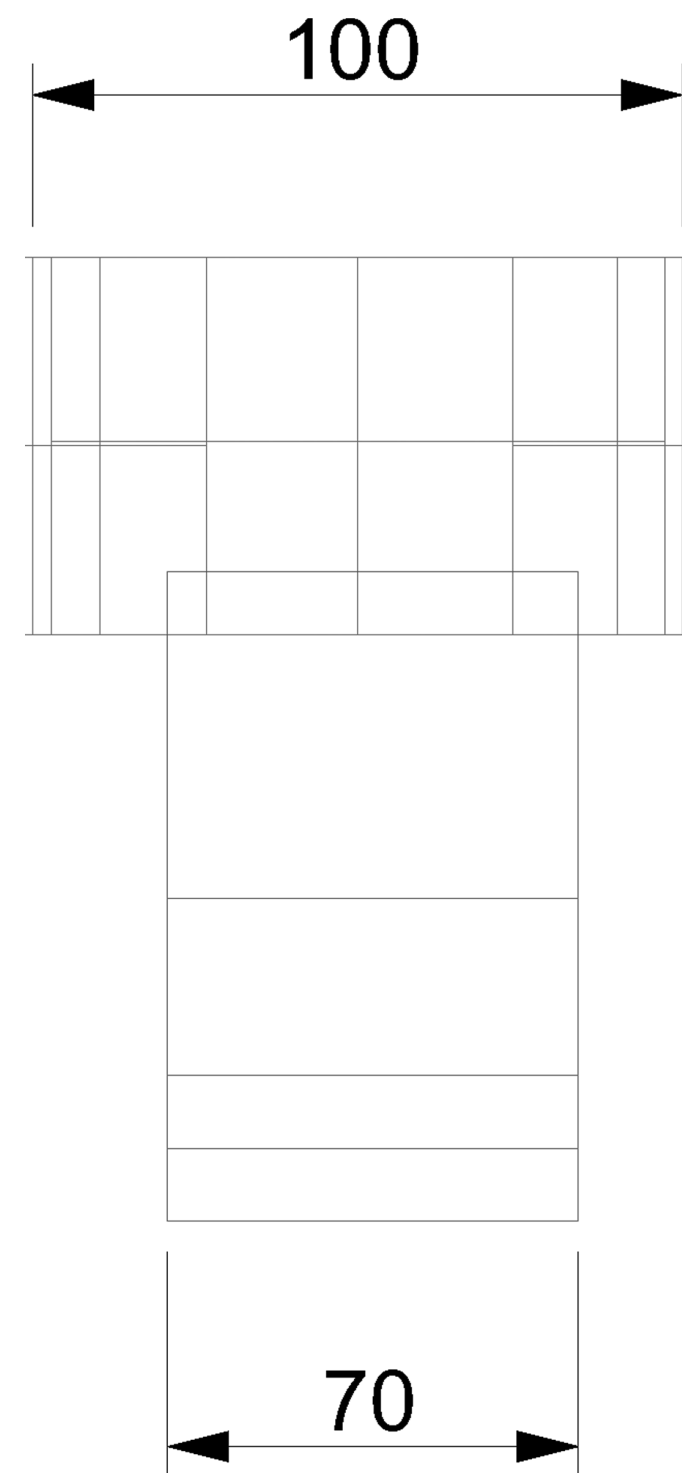


Option 2



Option 3

Proportion 1



Proportion 2

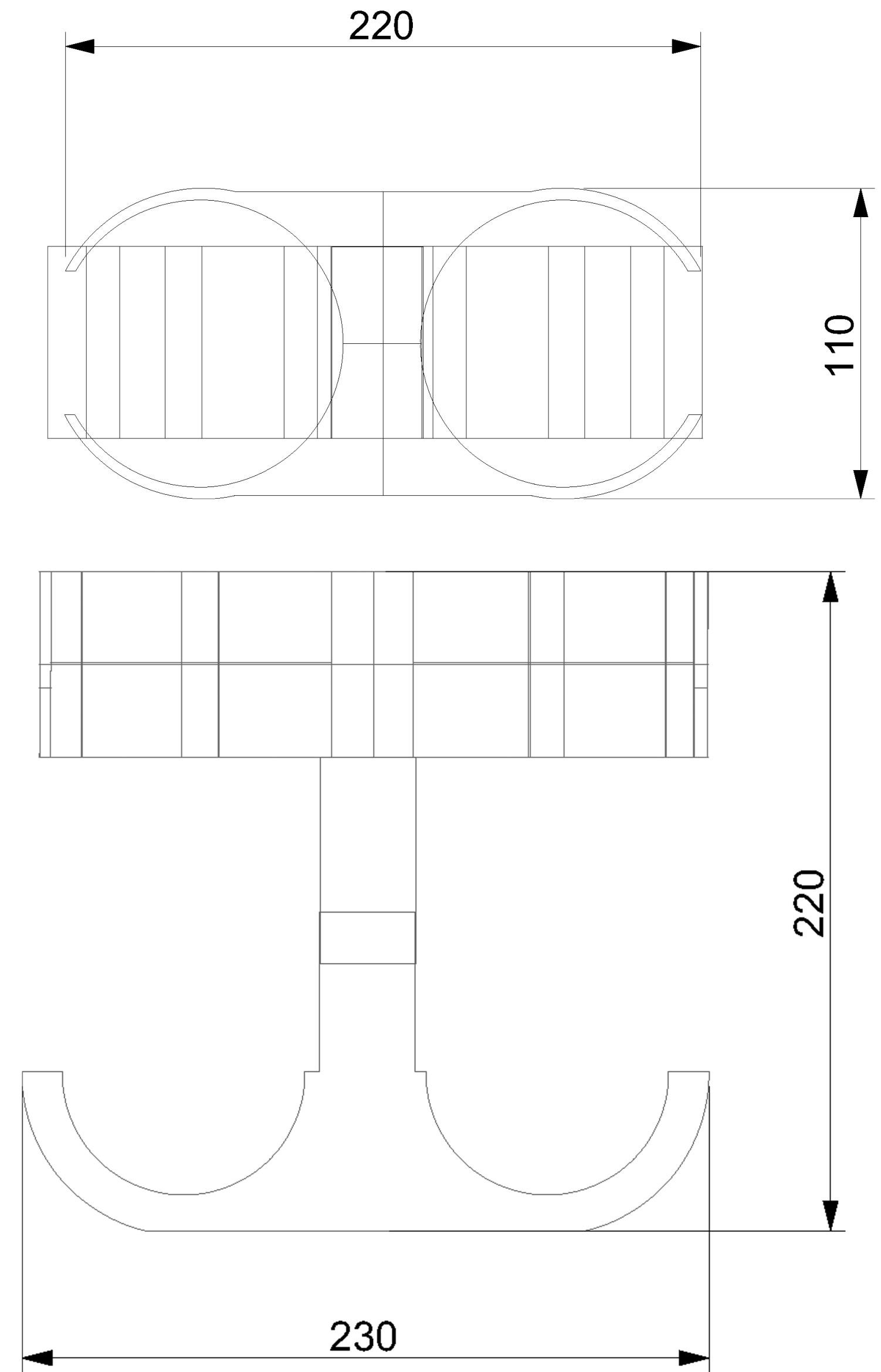
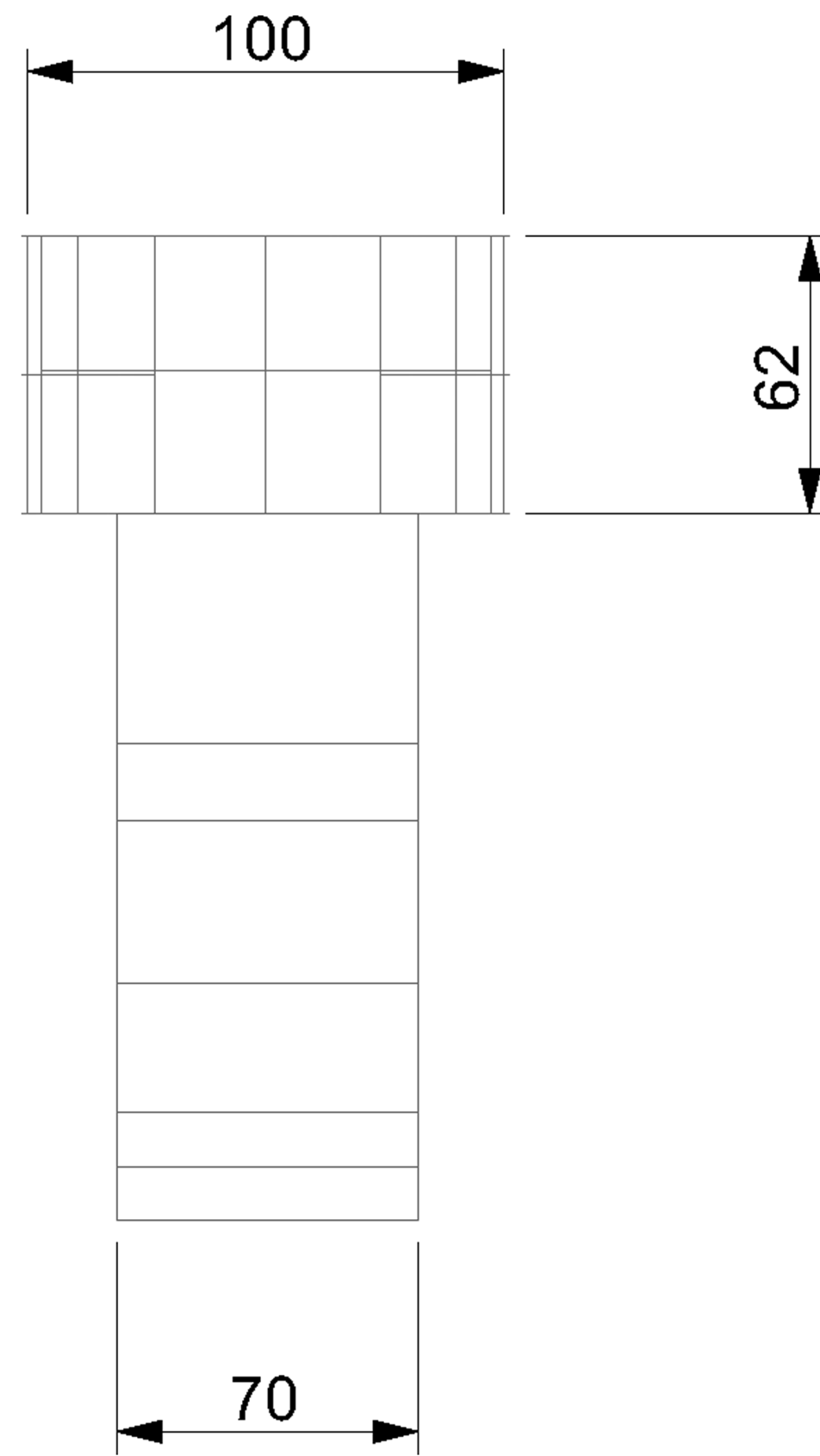


Illustration in car

