

case study — Hippo Waste



Hippo Waste asked Triad if they could produce a bespoke shaped stress toy in the style of their midi bags. Initially, our in-house design studio produced a computer visual to suggest the shape and detail of the stress toy.



Pleased with the visual, Hippo Waste requested a 3D model to present to their company directors.

This model was produced using an actual yellow stress cube, the artwork applied to the sides and grey foam used to recreate the handles.



The 3D model was then used as a basis for the factory to create a wax sculpture which would become the master mould for the end product. Once this was approved a coloured hand painted pre-production sample was produced.



Hippo Waste were so happy with the result they ordered 1000 units and a further 1000 units of a dual branded design for promoting the midi bags within the Wickes chain.

