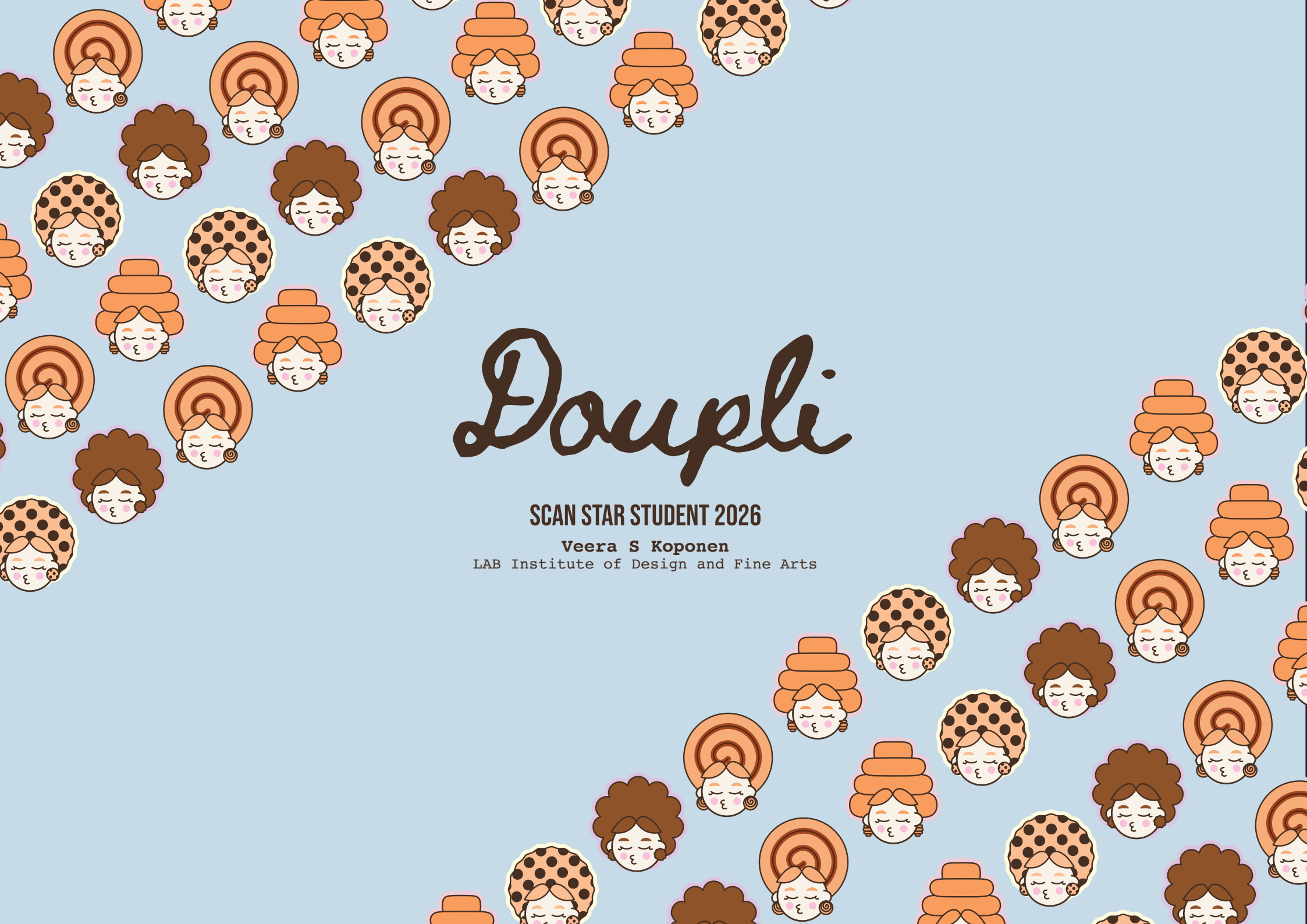




Doupli

SCAN STAR STUDENT 2026

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FROZEN DOUGH PACKAGING CONCEPT



100% BAKING PAPER. 100% RECYCLABLE. FUNCTIONAL FROM PACKAGING TO BAKING.



500g

Doupli

GINGER BREAD DOUGH



1. OPEN
2. SHAPE
3. BAKE

200°C
6-7 MIN.



500g

Doupli

CHOCO COOKIE DOUGH



1. OPEN
2. SHAPE
3. BAKE

180°C
12 MIN.

WHAT IS Doupli?

Doupli is a frozen dough concept designed around simplicity, creativity and sustainability.

Instead of relying on conventional plastic packaging, the product is wrapped in a full-sized sheet of baking paper that protects the dough, supports preparation and serves directly as a baking surface.

The package remains useful throughout the entire product journey, reducing unnecessary waste while creating a more intuitive baking experience.

PACKAGING INNOVATION

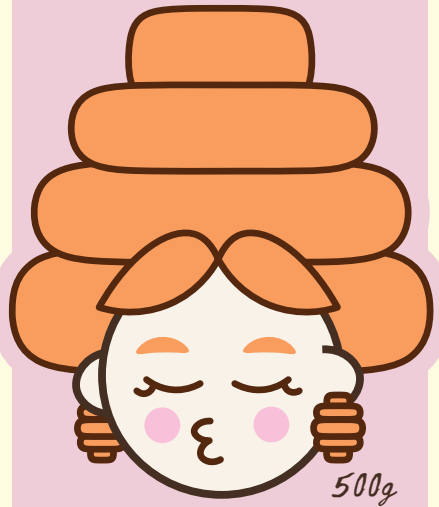
The packaging is created from a single sheet of baking paper and a recyclable paper sleeve.

The folding structure secures the frozen dough without adhesives, additional closures or plastic components.

Once opened, the baking paper unfolds into a full-sized baking sheet, preserving 100% of its original functionality.

Unlike conventional packaging, the material remains functional after opening and continues serving its purpose throughout preparation and baking.

By combining packaging and baking preparation into one material, Doupli simplifies the user experience and reduces packaging complexity.



Doupli
**CROISSANT
DOUGH**



1. OPEN
2. SHAPE
3. BAKE
**200°C
15 MIN.**



Doupli
**CINNAMON ROLL
DOUGH**



1. OPEN
2. SHAPE
3. BAKE
**200°C
15 MIN.**

SUSTAINABILITY

Doupli challenges the plastic-heavy packaging commonly found in frozen food aisles.

The concept replaces conventional plastic packaging with a paper-based solution that is fully recyclable.

Material efficiency is achieved through a minimal structure consisting of only two components:

- 🍪 Baking paper
- 🍪 Paper sleeve

The package is designed to serve multiple purposes before disposal, extending the value of every material used.



USER JOURNEY

1. OPEN

Remove the paper sleeve and unfold the package.

2. SHAPE

Shape the dough into the desired form.

3. BAKE

Use the same baking paper as the baking surface.

And enjoy freshly baked goods with minimal waste and preparation.



VISION & FUTURE POTENTIAL

Doupli transforms frozen dough from a passive convenience product into an engaging baking experience.

Through a playful visual identity and a multifunctional paper-based package, the concept encourages creativity while reducing packaging waste.

The packaging structure can be adapted to additional frozen dough products and future product extensions.

Open. Shape. Bake.



PRODUCT FAMILY

- 🍪 Ginger Bread Dough (seasonal)
- 🍪 Choco Cookie Dough
- 🥐 Croissant Dough
- 🌀 Cinnamon Roll Dough

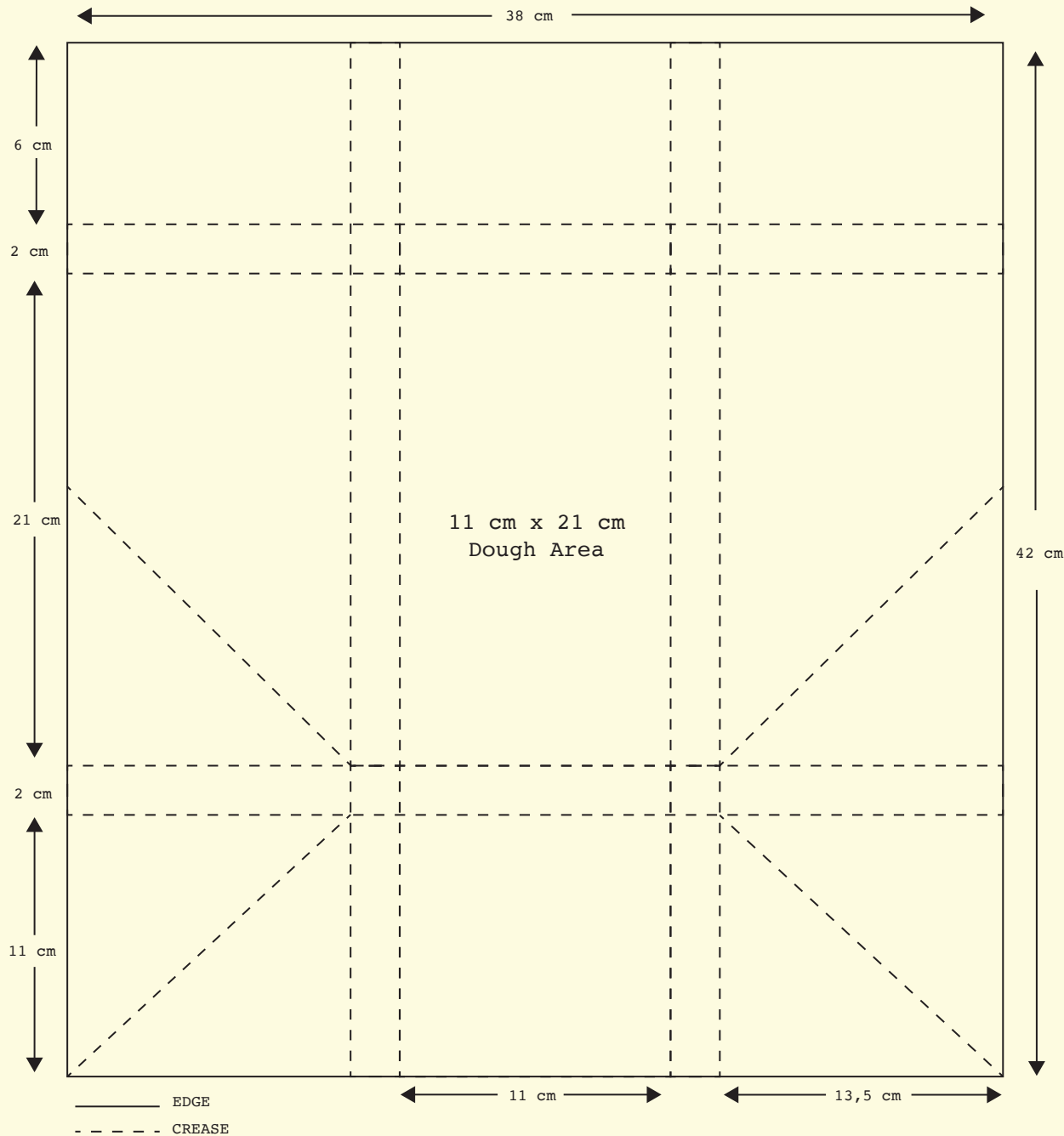
Doupli transforms frozen dough from a convenience product into an engaging baking experience.

By combining playful branding, intuitive use and a paper-based packaging concept, Doupli makes home baking simpler, more sustainable and more enjoyable.



CREASING PATTERN

Baking paper 38 x 42 cm



SEE *Doupli* IN ACTION

Watch the package open, unfold into a full-sized baking sheet and fold back into its original form.



LINK:

<https://drive.google.com/file/d/1f1rrIgRLgab6ONDruqFFyBgrEFqQBLGM/view?usp=sharing>

THE PACKAGE DOESN'T END AT OPENING

MOST PACKAGING BECOMES WASTE AFTER OPENING.
DOUPLI CONTINUES SERVING ITS PURPOSE.



THANK YOU FOR YOUR TIME.

Veera S. Koponen
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