

“We worked closely with **Kinara International through our launch. Aside from meeting timelines for bag production and always keeping us in the loop, they have also worked with us to prototype and test new bags. The team has provided **excellent customer service** both before and after product delivery.”**

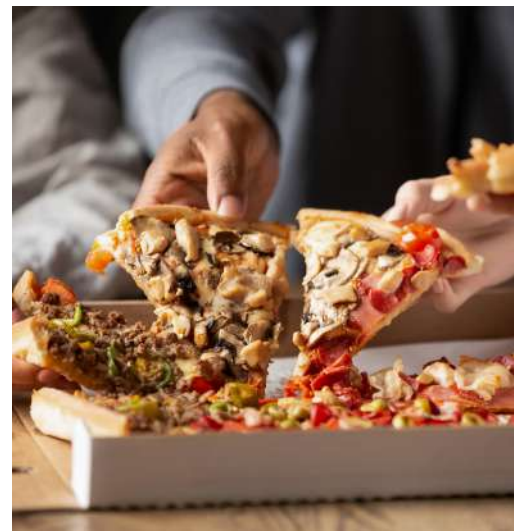
Uber Eats

In 2009, Uber arrived and presented the world with a new and efficient way to book a taxi. Not only did Uber disrupt the transport industry, they revolutionised the entire process for travellers needing to get from A to B. Several years later, off the back of this overwhelming success, they also entered the food delivery sector originally as UberFRESH in California, before going on to pilot the service in Toronto as Uber Eats and serve hundreds of cities in over 20 countries around the World, with food from approx. 100k restaurant partners.

However, a problem presented itself in the form of equipment. A favourite food item to order for delivery is of course pizza, and the delivery riders found they had to fold the pizza boxes to fit them into their bags, resulting in pizzas being damaged on arrival and looking less than appetising. This could leave customers feeling unsatisfied and disappointed with their order, which meant restaurants could be losing repeat business, traffic through Uber Eats could start decreasing, along with the potential for more refunds to be issued and less general spend. It was clear that a solution was required.

Kinara International worked with Uber Eats to design a fully insulated delivery bag that would keep the deliveries fresh, hot and free from damage. Through the design process, Kinara's innovative 'Pizza Backpack' was born.

The bag not only included an expanding pizza pocket, it also had various segments for the multitude of food options that a consumer may order for delivery and sat comfortably on delivery riders' backs.



“Their pizza backpack is **quality guaranteed**, well insulated and sits comfortably when carried on the back, and is able to hold items steady inside. It’s easy to discuss if any adjustments are required on the bags, they are always **super responsive and willing to adjust** in any wway possible”

Ever evolving, the backpack specification has been tweaked and edited to ensure it consistently meets the requirements of each various Uber Eats city. This is testament to Kinara’s ability to quickly adapt, manufacture and ship products on a large scale. Here are some of the key features of the bags :

- Foam padded, breathable back and shoulder straps
- Large, removable secure phone holder with safety clip
- Reflective strip
- Hidden security pocket for valuable items
- Customizable shelving system allowing multiple types of delivery
- Sushi & small container holders to keep food secure
- Fully insulated with thermafect material for temperature retention
- External pocket for pens, water bottles etc
- Built-in customizable cup holders

Kinara’s designs ensured that orders would be delivered without any damage, leaving customers satisfied and restaurants safe in the knowledge that their food would be delivered in the same condition that it left them. This meant that customers could trust Uber Eats to deliver their food fresh from the kitchen, increasing the likelihood of repeat business. As Uber Eats continued to grow, more restaurant partners came on board, further proving the importance of top quality, robust delivery bags for the delivery riders. The patented design was even a finalist for the ‘product innovation award’ at the Food & Drink Innovation Awards.

