LES PANIERS DE MARTIN



Properties list:

end-user packaging new product single product carrying system ready to use product accessibility reusability basket cardboard and paper eco-friendly opaque identity by shape identity by illustration identity by illustration identity by colour fruit and vegetables

Les Paniers de Martin: weekly distribution of fresh and bio vegetables and legumes for the c itizen from the country. The action of the ecodesign agency Fredericadet has been t ransversal: they designed both the graphical identity as packaging design and even thinked ab out distribution process and communication strategy. The result is a a sustainable basket that ca be used 5 times for the transport from the producer to the final consumer and that can resist till a weight of 8 kilos. It can contain vegetables, legumes, a wine bottle or bio juices flacons as well as meat. During the transport the high part of the packaging is bended in order to better stack the packs.

Reference: http://www.centredudesign.fr/detailprojetdesign.aspx?type=adherent&id=817

Credits:

Country: France Year: 2007

Agency: Fredericadet **User:** Les Paniers de Martin

Other images:



