ECOPACK



EcoPack is a package for fruits and vegetables with a double function: pre and postpurchase. Once he has consumed the product, the consumer can transform the container into a bag ready to use. The process of transformation and reuse of the package, along with awakening messages over the bag itself, involves the consumer in the problems related to the environment protection and the conservation of resources.

Properties list:

reusability packaging as a new medium end-user packaging range of products extra-use of packaging fruit and vegetables concept labels and sleeves cardboard and paper shopping bag hand-made eco-friendly identity by typography

Reference:

Credits: Country: Italy Year: 2009 School: Politecnico di Milano, School of Design (Milan, Italy)

Course: Final Studio 2008-2009, Communication Design Bachelor Degree

Lecturers: Valeria Bucchetti, Chiara Diana

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Other images:

