HANGERPACK

Properties list:
reusability
instruction through pictograms
information about use
end-user packaging
new product
other non-food products
clothes and accessories
single product
folding carton
contemporary
eco-friendly
cardboard and paper
identity by shape

T-shirts bought on-line, always come wrinkled and, obviously, without coat-hangers. So it was developed the concept of a sustainable, reusable way to send and keep t-shirts: the package can be opened to create a coat-hanger. The packaging could be made from recycled material, whether it is card or plastic and the only waste is the green tear-away tab. The t-shirt in the photo is from Threadless.

Reference: http://www.stevehaslip.com/hangerpak.php

Credits:

Country: United Kingdom
Year: 2007

Award: First prize "D&AD Student Awards - Category: What else do you do", 2007

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