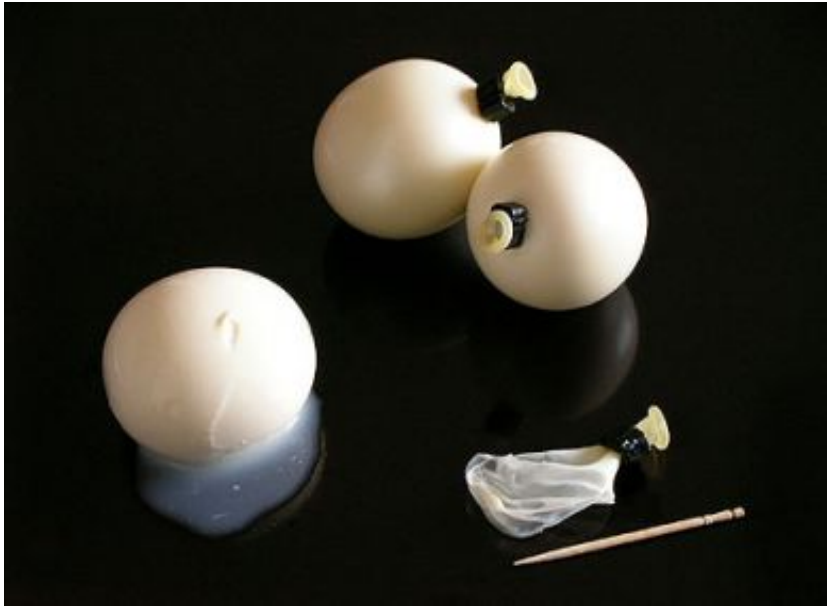


# TOFU BALLOONS

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## Properties list:

- logistic optimisation
- biodegradability and compostability
- unit dose packaging
- product accessibility
- end-user packaging
- single product
- new product
- minimal
- other materials
- other shapes
- opening and closure systems
- dairy, eggs and cheese
- translucent
- identity by shape
- identity by packing process

Japanese packaging design is famous for being elaborate and rich with splendour. But going eco has become the recent buzz word and companies are using this oh-so-trendy eco-friendliness as a competitive advantage. Here's clever packaging solution where tofu gets packaged with a simple balloon and air. This Kamakura-komachi's idea is a great example for reduced packaging: Its elastic material is extensively stretched, and when pierced with a toothpick, the balloon bursts and only a tiny bit remains. Reduce with more exhibility.

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**Reference:** <http://pingmag.jp/2008/07/18/japanese-design-7-how-to-reduce-packaging/>, Japanese Design #7: A How-to-Reduce-Packaging Journal, <http://www.kamakurakomachi.com/>

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## Credits:

**Country:** Japan

**Year:** 2009

**Designer:** Kamakura-komachi

Other images: