TOFU BALLOONS



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 fo r 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 exibility.

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/

Credits:

Country: Japan Year: 2009

Designer: Kamakura-komachi

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