HJORTRON YOGHURT PACKAGING



Properties list:

logistic optimisation
single product
end-user packaging
concept
dairy, eggs and cheese
gable top
cardboard and paper
mass-market
unusual structural association
identity by shape
photo to describe
illustrated character

Redesign of a yoghurt carton. An innovative development of the function combined with a new form of a well-established type of packaging. It is easy to pour from and its new construction allows consumers to empty the packaging completely, thereby allowing them to make big savings. Intended for yoghurt, the packaging can also be easily used for other kinds of slow-pouring liquids.

Reference: http://www.packlab.eu/?p=385

Credits:

Country: Finland Year: 2008

School: Lahti University of Applied Sciences, Institute of Design, PACKLAB (Lahti, Finland)

Course: Packlab

Professor: Ian Rooney

Students: Ville Martikainen & Yuki Miyagi

Competition: ?The Pro Carton Nordica Design Competition?

This document was created by www.packagingdesignarchive.org			

 $Original\ web\ page:\ http://www.packagingdesignarchive.org/archive/pack_details/1490$

Other images: