ASKUL GARBAGE BAG



Properties list:

recycled materials
reusability
information about use
information about content
end-user packaging
range of products
new product
office and stationery
folding carton
cardboard and paper
contemporary
opaque
identity by typography
identity by system of colour

An interesting approach on waste management. Stockholm Design Lab designed a new concept of garbage bag, where typography shows the way the package have to be used: the product name is shown falling down into the pile of

typographic garbage. There are 3 different size of bag, 90L-70L-45L, characterized by different colours to

distinguish them immediatly. The bag Itself could be re-cycle, thanks to its material.

Font used: HELVETICA

Reference: http://www.stockholmdesignlab.se/#/1111/library/clients/askul/askul/

Credits:

Country: Sweden Year: 2007

Agency: Stockholm Design Lab

This document was created by www.packagingdesignarchive.org

 $Original\ web\ page:\ http://www.packagingdesignarchive.org/archive/pack_details/1589$

Other images: