ROLLING BAND-AID



Properties list:

logistic optimisation
end-user packaging
single product
concept
minimal
contemporary
pharmaceuticals
folding carton
plastics
unusual structural association
transparent
identity by shape
identity by typography

Traditional band-aid paper wrapping are all-disposable and become waste. By redesigning the traditional band-aid into a roll-type like tape, it's been possible not only to reduce the paper waste but also to reduce the volume of the traditional package by two thirds, saving transportation cost. Besides, the new ?lightness? of the product is underlined by a simple and essential graphic dress, characterized by the use of the material transparency combined with a rigorous black typography.

Reference: http://www.broadhong.com

Credits:

Country: South Korea

Year: 2007

Agency: Broadhong

Other images:

