SEVENTH GENERATION'S REDESIGN

Properties list:

packaging as a new medium
end-user packaging
range of products
extra-use of packaging
concept
wrapper
pouch
other shapes
box
homecare products
logistic optimisation
recycled materials
polylaminated
cardboard and paper
minimal
eco-friendly
contemporary
identity by typography
identity by colour

Seventh Generation's redesign will have a purposeful and sincere approach to sustainability by making the packaging more functional and practical while using less material. In this w ay, Seventh Generation and its customers will make a positive impact on our environment, creating a more harmonious world.

Reference: http://thejohnnychang.com/selected-works/seventh-generation/

Credits:

Country: USA
Year: 2008
Agency: The Johnny Chang
User: Seventh Generation

Designer: Johnny Chang

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