JUN' THE GREEN PET FOOD



Jun is born out of the project of creating a service that changes the modality of the dog's alimentation: An ehticaly correct product, sustainable, healthy and cost effective. Out of the food intended for human consumption that remains unsold in supermarkets, a nurishment is created that however maintains all the nutritional carachteristics for the animal consumption. Jun's packaging wants to reassess the "waste" transforming it into a nurishment for domestic animals. The packaging constits in a resealable container and a wrapper that covers it partially. Particular attention has been payed to the selection of materials: The container is made of PLA, while the wrapper is recycled cardboard.

Properties list:

recycled materials
logistic optimisation
biodegradability and compostability
unit dose packaging
information about content
pets
end-user packaging
range of products
concept
other food
folding carton
clamshell
cardboard and paper
bio plastics
natural
eco-friendly
instruction through pictograms
illustrated character

Reference:

Credits:

Country: Italy Year: 2011

School: Politecnico di Milano, School of Design (Milan, Italy)

Course: Packaging Design 2011, Master Degree

Lecturers: Valeria Bucchetti, with Erik Ciravegna, Sara

Sanvito

Students: Silvia Acerbi, Matilde Arduini, Michele Corradini,

Rossella Ermacora, Matteo Lualdi, Daniel Nuhn

Other images:









