## **KOHBERG BREAD BUNS**



## Properties list:

end-user packaging
single product
extra-use of packaging
update
bakery and bread
flow-pack
plastics
ironic
contemporary
identity by colour
packaging as a new medium
limited edition packaging

The packaging is designed by Envision and the brief from Kohberg was to come up with a packaging idea for the rye bread buns in order to increase awareness and sales, and since The Danish Cancer Society fights breast cancer the solution was obvious.

Reference: http://vittoriobeccari.blogspot.it/2011/11/packaging-sociale.html

Credits:

Country: Denmark

**Year:** 2011

**Agency:** Envision

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 $Original\ web\ page:\ http://www.packagingdesignarchive.org/archive/pack\_details/2119$ 

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