DOGGY BAG



Properties list:

pets end-user packaging range of products extra-use of packaging pet care products tray shopping bag new product plastics cardboard and paper identity by typography identity by illustration identity by colour packaging as a new medium

Doggy Bag is a packaging system that focuses on reuse: the main purpose is not to waste restaurant food, it takes inspiration from the American and British model and it let the customers take home the left-overs of a dinner so that it would be possible to feed a pet. Part of the earnings will be devolved to sanitary association and food distribution to poor people.

Reference: http://www.doggy-bag.it/

Credits:

Country: Italy **User:** LU S.r.l.

Other images:

