

RAPIDISSIMA



Properties list:

- packaging as a new medium
- product accessibility
- information accessibility
- end-user packaging
- range of products
- extra-use of packaging
- concept
- fruit and vegetables
- labels and sleeves
- flow-pack
- contemporary
- instruction through pictograms
- identity by system of colour
- information about packaging
- information about use
- ready to use

This packaging is made for salad, that's usually easily contaminated. The main purpose is to support and teach how to correctly handle this product without spoiling its hygienic conditions. The package it's a bag with a perforated side that lets the water come out, so that it's easier to wash and keep the salad correctly.

Reference:

Credits:

Country: Italy

Year: 2010

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

Course: Final Project Studio, Communication Bachelor Degree

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Other images:

