

CONTROL MILK



Properties list:

product accessibility
design for all
end-user packaging
range of products
concept
milk
other shapes
minimal
contemporary
identity by shape
identity by typography
identity by colour

"The concept behind this design stems from my mother who has trouble opening traditional gallon milk containers. Sometimes it is difficult for her to get a grip around the cap of the containers, so I developed a push-down type lid that would ease the problems for individuals with arthritic fingers or a hard time opening similar type caps."

Reference:

Credits:

Country: USA

Year: 2011

Designer: John Do

Other images: