MILK PACK



Properties list:

carrying system
end-user packaging
single product
concept
milk
opening and closure systems
additional structural elements
other shapes
high-tech
contemporary
identity by shape
identity by illustration
identity by colour

"In his concept the outer shell is made from paperboard folded around a, from thin PE-film, blow moulded plastic bottle. The shape of the bottles leaves some room to store them in a paperboard box with a carrier handle in the middle.

The construction of the boxes allow them to be stacked on a pallet.

The design has an extra feature as the plastic ?bow' which forms the back of the bottle ho lds a measuring scale allowing the consumer to see how much of the content is left."

Reference: http://www.andymandel.com/projects/milk-packaging/

Credits:

Country: Germany

Year: 2010

Designer: Andy Mandel

Other images:





