

SHATTO MILK



Properties list:

reusability
packaging as a new medium
end-user packaging
range of products
extra-use of packaging
milk
new product
glass and ceramics
bottle
ironic
minimal
contemporary
transparent
identity by shape
identity by typography
identity by system of colour

"We at Shatto Milk Company have decided to provide our milk in glass bottles. The reasons for this decision are very simple. First, the glass bottle tends to keep milk colder, and colder milk is more desirable. Second, glass bottles are environmentally friendly. Our glass bottles can be washed and reused as many times as they are returned. Thus, recycling and reusing our bottles lowers the amount of material dumped in area landfills on a daily basis. Third, unlike paper cartons or plastic, glass imparts no foreign odor or flavor. Fourth, glass bottles are most notable in history for containing farm fresh milk from the local family farm, and that is exactly what you are getting from us. Let there be no doubt - our product is different - it is handled with the utmost care and packaged in the best container available, glass."

Reference: <http://www.shattomilk.com/products.html> ; <http://www.wehatesheep.com/work/2011/apr/09/shatto-milk-company-brand-packaging/>

Credits:

Country: USA

Year: 2011

Agency: Sullivan Higdon & Sink

Other images:

