## **CHEESE PENCILS / KÄSE STIFTE**



## Properties list:

limited edition packaging end-user packaging new product single product dairy, eggs and cheese blister-pack plastics unusual visual association unusual structural association identity by shape identity by typography identity by colour identity by textures and patterns identity by abstract shapes

"There is no easier way to put parmesan on your food. Parmesan pencil in the parmesan pencil sharpener (included in the pack), give it a turn and voilá - perfect parmesan s havings for pasta and co. And the packaging is pretty nifty too. The scale on the back of the box tells you how much of the Parmesan Cheese Pencil you need for which dish and counts the calories for you too."

Reference: http://www.the-deli-garage.com/blog/en/general/cheese-pencils-on-the-brink-of-serial-production/

## Credits:

**Country:** Germany **Agency:** Korefe **User:** The Deli Garage Other images:









