## **CHEESE PENCILS / KÃ, SE 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:









