## **AIDPOD**



## Properties list:

packaging as a new medium end-user packaging single product extra-use of packaging new product pharmaceuticals blister-pack plastics pharmaceutical contemporary transparent photo to evoke identity by shape recycled materials

From ColaLife website: "The AidPod is at the heart of the ColaLife model. It is a wedge-shaped container that fits between the necks of the bottles in a crate of Coca-Cola. The original concept for the AidPod, was to make use of that unused space to get simple medicines, such as oral rehydration salts, and other social products like micro-nutrients to the places that commodities like Coca-Cola get to i.e. most places." The packaging is dimensioned to contain the right amount of water to take the medicines and it is made with recycled PET.

Reference: http://www.colalife.org/about/aidpod/

Credits:

Country: Sub-Saharan Africa

**Year:** 2013

**Agency:** ColaLife **User:** Kit Yamoyo

**Designer:** pi 3 (Pi Global Partners Ltd.)

**Producers**: Amcor Flexibles,

Charpack Ltd.

## Other images:







