BOOTS GLASSES



Properties list:

end-user packaging range of products clothes and accessories new product other shapes plastics contemporary translucent identity by shape identity by system of colour reusability

This is a packaging for readymade reading spectacles, the main focus of the project is the reuse: there is a locking tab to close again the pack and reuse it as a normal glasses case. The pack consists of a sheet of polypropylene, folded and joined on a side, so that is recyclable and not expensive.

Reference: Aldridge, Stephen; Miller, Laurel, "PerchÃ" cellophanare un cetriolo? Guida completa al packaging ec

ologico", Logos, p. 146

Credits:

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