## FIREFLY CELLOPHONES ACCESSORIES AND HANDSET PACKAGING



## Properties list:

new product
toy packaging
reusability
babies
pouch
plastics
playful
transparent
identity by shape
end-user packaging
single product

The Firelfy range was created in reponse to reserach showing that kids wanted cellophanes. Colorful but not overly childish, its packaging the interchangeable covers and see-through accessories packs with bright and playful branding by Factory Design.

Reference: Mark Hampshire, Keith Stephenson, DemoGraphics Packaging, Logos, Modena, 2007

Credits:

Agency: Factory Design

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