

NEWTON RUNNING



Properties list:

- biodegradability and compostability
- single product
- end-user packaging
- concept
- clothes and accessories
- other shapes
- cardboard and paper
- eco-friendly
- unusual structural association
- rough
- opaque
- identity by shape

Biodegradable packaging for Newton Running Shoe designed by TDA Advertising and Design.

Using molded paperboard packaging in the shape of their shoes Newton has created something unique in their packaging. The packaging not only reduces waste by eliminating the need for interior tissue paper and other material commonly used in shoe packaging but it also provides a shell that is easy to stack and transport.

Reference: <http://www.tdaadvertising.com/>

Credits:

Country: United States of America

Agency: TDA Boulder

User: Newton Running

Other images: