KARTELL PLASTIC CLEANER

Properties list:
single product
new product
homecare products
identity by typography
flacon
aerosol spray can
end-user packaging
plastics
metals
contemporary
identity by colour

Designed by Mucca: "Worldwide release of Kartell's own plastic cleaner brand necessitated the creation of an instantly recognized product label. Mucca created labels with a bright color palette and a bold Helvetica typeface indicative of the company's bold personality."

Reference: http://www.muccadesign.com/

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