

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/>

Other images: