MICROWAVE POP-UP



Properties list:

logistic optimisation
ready to use
product accessibility
end-user packaging
single product
concept
other food
dispensing systems
folding carton
cardboard and paper
identity by shape
identity by modular structure
minimal

Ingenious popcorn pack demonstrating creative thinking combined with practicality: its visual impact is heightened by the transformation of the pack shape as the contents are heated and expand. The concept uses the board characteristics of strength and formability, plus the ability to have direct contact of the food contents to the board because of its purity. The space saving design provides for efficient transportation and distribution (environmental considerations) combined with effective use of shelf space and an appealing concept for young consumers to want to try.

Reference: http://www.packlab.eu/?p=626

Credits:

Country: Finland
Year: 2008
School: Lahti University of Applied Sciences, Institute of Design, PACKLAB (Lahti, Finland)

Professor: Ian Rooney

Student: Anni Nykänen

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