

TWIST SPONGE



Properties list:

- range of products
- new product
- homecare products
- folding carton
- cardboard and paper
- contemporary
- die cut
- debossed, embossed
- identity by system of colour
- end-user packaging
- information about use

The Twist Loofah Sponge, like its name advertises, is a loofah sponge that provides an all-natural, biodegradable and anti-bacterial product that is one side absorbent sponge and one side natural loofah. Like the rest of Twist's line, its Loofah Sponges are packed in attractive paperboard boxes that the company says are "earth friendly and recyclable". Twist does a highly creative number on its packaging by providing instructions on how to convert it into a mini-birdfeeder. Twist's packaging is so appealing and fresh. The embossed, cut-outs are cute and tie into the circle design near the logo.

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

Credits:

Country: United States of America

Year: 2007

Other images:

