SAUSAGE DOG



Properties list:

identity by system of colour
identity by illustration
illustrated character
identity by packing process
unusual structural association
unusual visual association
ironic
cardboard and paper
plastics
other shapes
other food
concept
range of products
end-user packaging
pets
product accessibility
information about content
information about packaging
tactile packaging
ready to use
smart packaging
unit dose packaging
logistic optimisation

In this project we have developed a packaging for wet dogs food to respond three needs: allow portioning and heating of the product (to avoid the problem of leftovers), facilitate interaction (by reducing the number of actions and tools while beeing used) and create a playful, communicative system linked to the genuine content through a language that evokes a "butchers culture".
Sausage Dog provides for portioning of the content in single doses from a set of four, easily separated by cutting and easily transported. The sausages can be warmed in a microwave, the user then just have to "squeeze" the single wrap to extract the content. Information regarding content and methods of use are shown on the wrapping of the 4 sausages.
The secondary packaging is designed to be shelf-ready, so it is configurable as an exhibitor.

Reference:

Credits:

Country: Italy
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School: Politecnico di Milano, School of Design (Milan, Italy)

Course: Packaging Design 2011, Master Degree

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