SQUEEZY - 7 RECIPES FOR 7 DAYS



Properties list:

identity by system of colour
illustrated character
identity by modular structure
identity by shape
metallescent
high-tech
playful
polylaminated
other shapes
other food
concept
single product
end-user packaging
pets
information about content
ready to use
unit dose packaging
logistic optimisation

Squeezy is a set of daily portions of wet food for adult dogs. It consists of seven little bags (150g each) that you can easily tear open. The product offers seven different recipes ready to serve for a complete and balanced nutrition: just need to squeeze it!
The packaging is made of laminated aluminum foil, a perfect barrier bag that protect the food from light and gas, and it's completely disposable and designed to be thrown away after use.
Squeezy can be hung in the supermarket shelves in order to have more visibility and attract the customers.

Reference:

Credits:

Country: Italy
Year: 2011
School: Politecnico di Milano, School of Design (Milan, Italy)

Course: Packaging Design 2011, Master Degree

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