GOOD MILK

Properties list:

recycled materials
range of products
concept
milk
can and tin
metals
contemporary
unusual structural association
debossed, embossed
identity by typography
identity by textures and patterns

"Milk is a universal and indispensable product. Going along with the modern tendency to popularize healthy lifestyles and recognizing the importance of environmental protection, we suggest that this product, serving all peoples well since times immemorial, should be super-popularly served in aluminum cans. Their advantages include light weight and strength, aesthetical appearance and compactness. Aluminum cans fully preserve the natural taste and quality of the product and are easily opened. Because of the new design of the packaging, milk may not be just served at home but also taken along anywhere."

Reference: www.fubiz.net/2010/07/20/good-milk-package-design

Reference:

Credits:

Country: Russia
Year: 2010
Agency: Studioin

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