INFOGRAPHIC MILK CARTON

Properties list:
information accessibility
concept
milk
gable top
other materials
infographics
contemporary
unusual visual association
information about content

This milk carton provides a detailed information on the product in the form of diagrams. Unlike conventional way of listing the ingredients, this approach makes it very easy for consumers to understand what the product is made of, its caloric ratio, nutrient balance completeness and amount per serving.
?***The diagrams and data visualizations give important and useful information. For example, they quickly show if a food product has a higher proportion of fat. The data visualizations say more than a regular nutritional facts label. For example, ingredients are visually linked to their corresponding components (carbohydrate, total fat, proteins, sodium, others)***?, comments the designer.

Reference: http://popsop.com/34716/

Credits:

Country: Canada
Year: 2010
Agency: FFunction

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