IPOD NANO & SHUFFLE

Properties list:

teens
end-user packaging
range of products
new product
electronics
folding carton
transparent
plastics
contemporary

The transparent and white plastic packaging characterized the iPod nano (2G and 3G) and the iPod shuffle (2G), putting the product at the center of the attention.

Reference: Kozak Gisela, Wiedermann Julius, Package Design Now!, Koln, 2008

Credits:

Country: United States of America
Year: 2006
User: Apple Inc.

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