THELMA'S TREATS



Properties list:
new product
bakery and bread
box
cardboard and paper
hand-made
classic
unusual visual association
unusual structural association
identity by shape
identity by typography
identity by illustration
single product
end-user packaging
product accessibility

This packaging is made for the delivery of warm cookies. The shape and the illustration of the box recall an old oven; also the cookies, to be extracted, need to be taken out like they would from a real oven. The main distinctive features of the package are the unusual structure and the use of this kind of illustration.

Reference: http://www.thelmastreats.com/order.aspx

Credits:

Country: USA

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