IRIVER H10

Properties list:
single product
new product
electronics
opening and closure systems
plastics
box
contemporary
end-user packaging
identity by shape
translucent

The package for iRiver MP3 Player is communicatively coordinated with the mono-branded i River stores, but it can be also sold in other stores maintaining a distinctive identity and a strong visual impact.
The lid protects and shows the product inside.
The accessorizes are contained inside the lid and the base, which are fixed together by a semi-transparent clasp, which makes the product visible and offers a solid support to information.

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

Credits:

Country: South Korea
Year: 2005
Agency: Tangerine Aig

Designer: Daniel Freytag

This document was created by www.packagingdesignarchive.org
Original web page: http://www.packagingdesignarchive.org/archive/pack_details/25

Other images:

This document was created by www.packagingdesignarchive.org
Original web page: http://www.packagingdesignarchive.org/archive/pack_details/25