CARE & S.



From LAB Love for Art & Business website: "Making Beautiful Sustainable: Care&s is brave new detergent aimed towards people who love their clothes and care for the environment. LA+B has co-innovated and defined the product and it's unique position on the market. Care&s is available in selected fashion stores across Europe."

Properties list:

logistic optimisation
ready to use
product accessibility
end-user packaging
single product
new product
homecare products
cardboard and paper
plastics
blister-pack
folding carton
contemporary
unusual structural association
opaque
identity by typography
identity by shape
identity by system of colour
identity by colour

Reference: http://loveartbusiness.se/?page_id=11

Credits:

Country: Sweden
Agency: LA+B Love for Art & Business

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