

# PATENTLY OBVIOUS

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[Patently Obvious](http://www.patentlyobvious.co.uk/) is KMI's new range of personal cleaning products with a biodegradable formulation.

## Properties list:

- range of products
- recycled materials
- flacon
- new product
- cosmetics, beauty and toiletries
- plastics
- contemporary
- unusual structural association
- transparent
- identity by shape
- end-user packaging
- identity by typography
- identity by colour
- identity by system of colour

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Reference: <http://www.patentlyobvious.co.uk/>

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Credits:

Producer: KMI

Other images:

