

# BEAR NAKED

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## Properties list:

- end-user packaging
- new product
- range of products
- plastics
- polylaminated
- confectionery and sweetness
- identity by system of colour

From [Bear Naked website](http://www.bearnaked.com): "In order to maintain the freshness and quality of our products without using artificial preservatives, the Bear Naked™ packaging is made from a multi-layered film that unfortunately cannot be recycled. While we continue to work on innovative ways to make our packaging recyclable, we are kicking off the Bear Naked™ Sustainable Packaging Project. This project is designed to help reduce the number of bags that end up in landfills by collecting them from you and repurposing them into unique accessories and 'upcycled' products like umbrellas, shower curtains, and tote bags."

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Reference: <http://www.bearnaked.com>

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## Credits:

Agency: Ptarmak

Other images:

