

LES PANIERS DE MARTIN



Properties list:

- end-user packaging
- new product
- single product
- carrying system
- ready to use
- product accessibility
- reusability
- basket
- cardboard and paper
- natural
- eco-friendly
- opaque
- identity by shape
- identity by illustration
- identity by illustration
- identity by colour
- fruit and vegetables

Les Paniers de Martin: weekly distribution of fresh and bio vegetables and legumes for the citizen from the country. The action of the ecodesign agency Fredericadet has been transversal: they designed both the graphical identity as packaging design and even thought about distribution process and communication strategy. The result is a sustainable basket that can be used 5 times for the transport from the producer to the final consumer and that can resist till a weight of 8 kilos. It can contain vegetables, legumes, a wine bottle or bio juices flacons as well as meat. During the transport the high part of the packaging is bended in order to better stack the packs.

Reference: <http://www.centredudesign.fr/detailprojetdesign.aspx?type=adherent&id=817>

Credits:

Country: France

Year: 2007

Agency: Fredericadet

User: Les Paniers de Martin

Other images:

