

PESTICIDES



Properties list:

information about use
information about content
packaging as a new medium
information accessibility
end-user packaging
range of products
extra-use of packaging
plastics
new product
homecare products
flacon
box
playful
unusual visual association
transparent
identity by pictograms

"Brosse-moi" (in english "brush me") is a packaging containing brushes. The fruits and vegetables illustrations on the pack conceal a message that can be read after brushing the image: it warns the consumer about the danger of pesticides, to encourage the correct cleaning of food before eating.

Reference: <http://labdi.uqam.ca/packaging/>

Credits:

Year: 2007

School: UQAM Universit  du Qu bec   Montr al (Montr al, Canada)

Course: Graphic Design (DES4211)

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Other images: