

MJÄ-LK - MILKO



Properties list:
end-user packaging
range of products
new product
milk
gable top
contemporary
opaque
typographical texture
identity by typography
identity by system of colour
polylaminated

Milko is one of Sweden's largest dairy companies. Their main business region covers more than 1/3 of Sweden. Milko is a co-operative company, which is owned by farmers from various provinces. Each province has its own carton with the origin printed in heart shaped lettering to show that Milko offers consumers dairy products of high quality, made from milk coming from local farms.

Reference: <http://lovelypackage.com/milko/>

Credits:

Country: Sweden

Agency: Unitedpower

Other images: