



## Properties list:

reusability  
packaging as a new medium  
end-user packaging  
range of products  
extra-use of packaging  
fruit and vegetables  
concept  
labels and sleeves  
cardboard and paper  
shopping bag  
hand-made  
eco-friendly  
identity by typography

EcoPack is a package for fruits and vegetables with a double function: pre and post-purchase. Once he has consumed the product, the consumer can transform the container into a bag ready to use. The process of transformation and reuse of the package, along with awakening messages over the bag itself, involves the consumer in the problems related to the environment protection and the conservation of resources.

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## Reference:

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### Credits:

**Country:** Italy

**Year:** 2009

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**Course:** Final Studio 2008-2009, Communication Design Bachelor Degree

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Other images:

