

HANGERPAK



Properties list:

- reusability
- instruction through pictograms
- information about use
- end-user packaging
- new product
- other non-food products
- clothes and accessories
- single product
- folding carton
- contemporary
- eco-friendly
- cardboard and paper
- identity by shape

T-shirts bought on-line, always come wrinkled and, obviously, without coat-hangers. So it was developed the concept of a sustainable, reusable way to send and keep t-shirts: the package can be opened to create a coat-hanger. The packaging could be made from recycled material, whether it is card or plastic and the only waste is the green tear-away tab. The t-shirt in the photo is from Threadless.

Reference: <http://www.stevehaslip.com/hangerpak.php>

Credits:

Country: United Kingdom

Year: 2007

Award: First prize "D&AD Student Awards - Category: What else do you do", 2007

Other images:

