

SQUEEZE 'N' SPREAD™ SPREAD



Properties list:

- end-user packaging
- single product
- concept
- product accessibility
- unit dose packaging
- ready to use
- disposable packaging
- logistic optimisation
- dispensing systems
- folding carton
- cardboard and paper
- metallescent
- dairy, eggs and cheese
- identity by shape

Through reserach and development led to the creation of "Squeeze 'N' Spread" package. The package relieves the mess and hassle of using a tub and knife to spread cream cheese while producing significantly less plastic waste.

Reference: http://www.core77.com/blog/technology/flotspotting_squeeze_spread_cream_cheese_concept_by_miles_russell_11433.asp,
http://www.coroflot.com/public/individual_file.asp?sort_by=1&is_featured=-1&portfolio_id=1477974&individual_id=105811

Credits:

Country: USA

Year: 2008

Concept design: Milles Russel

Other images: