## **WASA CRISPBREAD**



## Properties list:

information accessibility
product accessibility
end-user packaging
single product
new product
confectionery and sweetness
opening and closure systems
dispensing systems
folding carton
cardboard and paper
identity by shape
information about content

Packaging of Swedish Crisp bread for the Japanese market consists of two independent boxes joined together. Once removed the seal locking the upper part is free to rotate and fall on the side of the lower part. The two boxes are so independent. Each box has a freshness closure to improve the conservation of the product and to avoid the loss of freshness of the entire content but be able to consume only half product, leaving the rest in the optimal storage conditions. Also noteworthy is the asymmetric shape of the pack in which all the relevant data is printed on the oblique side for easy reading.

Reference: http://www.behance.net/Gallery/wasa-crispbread-packaging/45604

Credits:

Agency: Ject

**Designer:** Jonas Carlberg

## Other images:



