

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:

