

KNICK KNACK



Properties list:

- unit dose packaging
- ready to use
- disposable packaging
- opening and closure systems
- dispensing systems
- other shapes
- blister-pack
- plastics
- identity by shape
- confectionery and sweetness
- product accessibility
- new product
- single product
- end-user packaging

We were always longing for a nifty packaging design that doesn't make a mess when mixing several ingredients. Individual serving packets of butter and maple syrup are folded in the middle to break a seal, releasing the contents, thus allowing us to spread margarine on bread, or dressing on salad without getting our hands dirty. Though these packets were first developed in America, by today Japan produces more of them, more than any other country. There are also dual packets, with margarine on one side and jam on the other. A Japan-only variation would be ketchup and mustard in one packet. These packets of maple syrup are folded in half to release the contents

Reference: <http://pingmag.jp/2008/09/25/thoughtful-design/>

Credits:

Country: Japan

Year: 2007

Designer: Marisol Gao

Other images: