

MICROWAVE POP-UP



Properties list:

- logistic optimisation
- ready to use
- product accessibility
- end-user packaging
- single product
- concept
- other food
- dispensing systems
- folding carton
- cardboard and paper
- identity by shape
- identity by modular structure
- minimal

Ingenious popcorn pack demonstrating creative thinking combined with practicality: its visual impact is heightened by the transformation of the pack shape as the contents are heated and expand. The concept uses the board characteristics of strength and formability, plus the ability to have direct contact of the food contents to the board because of its purity. The space saving design provides for efficient transportation and distribution (environmental considerations) combined with effective use of shelf space and an appealing concept for young consumers to want to try.

Reference: <http://www.packlab.eu/?p=626>

Credits:

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Year: 2008

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