



## Properties list:

- logistic optimisation
- disposable packaging
- ready to use
- end-user packaging
- new product
- single product
- fruit and vegetables
- opening and closure systems
- dispensing systems
- tetra-pack
- plastics
- translucent
- identity by shape
- identity by packing process

"PatruSS" (Mito Saien patent) was designed to keep vegetables fresh. The Im creates a three-dimensional form that can withstand pressure. Opened easily at the center, the unsealed packaging converts into a boat-shaped tray that holds the contents. Materials that serve as both packaging and as a dish to hold the opened product offer consumers greater convenience. Moreover, it's almost weightless, allowing easy transport and storage, thus saving energy and resources. After opening, the package remains useful: It becomes a nice boat-shaped dish with its contents ready to serve. An amazing idea with great potential: the awarded concept also received a special prize for Small and Medium Enterprises.

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Reference: <http://ambalaj.se/category/food/>, <http://www.g-mark.org/>

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## Credits:

**Country:** Japan

**Year:** 2007

**Agency:** Ambalaj Design Studio

**Awards:** Good Design Award 2007

Other images:

