PATRUSS



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

"Pattruss" (Mito Saien patent) was designed to keep vegetables fresh. The lm 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 oer consumers greater convenience. Moreover, it?s almost weightless, allowing easy transport and storage, thus sa ving 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.?

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

Credits:

Country: Japan Year: 2007

Agency: Ambalaj Design Studio

Awards: Good Design Award 2007

Other images:

