

HJORTRON YOGHURT PACKAGING



Properties list:

- logistic optimisation
- single product
- end-user packaging
- concept
- dairy, eggs and cheese
- gable top
- cardboard and paper
- mass-market
- unusual structural association
- identity by shape
- photo to describe
- illustrated character

Redesign of a yoghurt carton. An innovative development of the function combined with a new form of a well-established type of packaging. It is easy to pour from and its new construction allows consumers to empty the packaging completely, thereby allowing them to make big savings. Intended for yoghurt, the packaging can also be easily used for other kinds of slow-pouring liquids.

Reference: <http://www.packlab.eu/?p=385>

Credits:

Country: Finland

Year: 2008

School: Lahti University of Applied Sciences, Institute of Design, PACKLAB (Lahti, Finland)

Course: Packlab

Professor: Ian Rooney

Students: Ville Martikainen & Yuki Miyagi

Competition: ?The Pro Carton Nordica Design Competition?

Other images: