

DISH FLIPPER



Properties list:

- concept
- homecare products
- opening and closure systems
- flacon
- plastics
- identity by shape
- single product
- end-user packaging
- product accessibility

The project contains a new design of packaging for brand Salvo me salva, the liquid dish washing detergent - citron and orange flavour. The idea is based on the easier function and attractive design which gives more ways of usage. The form of packaging is already recognisable "S" taken from the name of the brand. Interesting form of the letter makes easier way of usage - with the practical and minimalistic designed system in the down part that opens the vent for the washing liquid by squeezing the 2 little flippers and closes it when they are released; an upper part of the packaging following the "S" form turns in the function of the hook so detergent can be hung in many appropriate places near its usage. There is also the possibility of putting it on any vertical surface by sticking the small hook which is proposed as a part of the product. The material for the packaging is plastic (polyethylene), but also it can be made of a gum with the same visual design.

Reference: http://www.designboom.com/contest/view.php?contest_pk=17&item_pk=18900&p=1

Credits:

Country: Croatia

Year: 2008

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Competition: Designboom reinvent competition

Other images: