

ASKUL GARBAGE BAG



Properties list:

- recycled materials
- reusability
- information about use
- information about content
- end-user packaging
- range of products
- new product
- office and stationery
- folding carton
- cardboard and paper
- contemporary
- opaque
- identity by typography
- identity by system of colour

An interesting approach on waste management. Stockholm Design Lab designed a new concept of garbage bag, where typography shows the way the package have to be used: the product name is shown falling down into the pile of typographic garbage. There are 3 different size of bag, 90L-70L-45L, characterized by different colours to distinguish them immediatly. The bag Itself could be re-cycle, thanks to its material. Font used: HELVETICA

Reference: <http://www.stockholmdesignlab.se/#/1111/library/clients/askul/askul/>

Credits:

Country: Sweden

Year: 2007

Agency: Stockholm Design Lab

Other images: