

LIGHT BULB PACKAGE BY MONGKOL PRANEENIT



Properties list:

- end-user packaging
- update
- other non-food products
- box
- contemporary
- cardboard and paper
- identity by shape
- unusual structural association
- corrugated

This highly recyclable package (completely made of cardboard) has been designed for General Electric high-end light bulbs. Information about the product are organized on a label system to reduce printing over the package. Hierarchies and legibility are ensured by a clean organization of the information and by using contrasting colours to highlight the most important parts.

Reference: <http://www.behance.net/praneenit>

Credits:

Country: United States of America

Year: 2009

Designer: Mongkol Praneenit

Other images:

