

# ROLLING BAND-AID

---



## Properties list:

- logistic optimisation
- end-user packaging
- single product
- concept
- minimal
- contemporary
- pharmaceuticals
- folding carton
- plastics
- unusual structural association
- transparent
- identity by shape
- identity by typography

Traditional band-aid paper wrapping are all-disposable and become waste. By redesigning the traditional band-aid into a roll-type like tape, it's been possible not only to reduce the paper waste but also to reduce the volume of the traditional package by two thirds, saving transportation cost. Besides, the new 'lightness' of the product is underlined by a simple and essential graphic dress, characterized by the use of the material transparency combined with a rigorous black typography.

---

Reference: <http://www.broadhong.com>

---

## Credits:

**Country:** South Korea

**Year:** 2007

**Agency:** Broadhong

Other images:

