

# 100% CO RESPONSABLE

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## Properties list:

- other shapes
- cardboard and paper
- minimal
- eco-friendly
- identity by colour
- corrugated
- identity by shape
- product accessibility
- logistic optimisation
- adults
- opening and closure systems
- end-user packaging
- concept
- single product
- electronics

This project was developed using just one sheet of cardboard: it resists to shock and it has a minimal impact on the environment. The negative aspect of the energy smart lamps is that they contain mercury and they become very toxic on disposal; the package suggests that there could be a money refund on each lamp so that distributor and manufacturer could get them back for proper disposal.

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**Reference:** <http://packaginguqam.blogspot.com/2008/09/ge-vs-audrey-blouin.html>

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## Credits:

**Country:** Canada

**Year:** 2008

**School:** UQAM Université du Québec à Montréal (Montréal, Canada)

**Course:** Packaging Design

**Professor:** Sylvain Allard

**Student:** Audrey Blouin

Other images:

