MOUSSE TUBE FOR KIDS



Properties list:

product accessibility kids end-user packaging playful identity by shape illustrated character identity by illustration range of products concept other food tube plastics

Series of mousse tubes specifically designed for kids. The flavours of each mousse is identified by the use of illustrated characters, an animal with a fruit, drawn like those of a children's book. The shape and the dispenser allow the user for both direct consume (sucking with the mouth) or spreading on a slice of bread.

Reference: http://www.packlab.eu/?p=604

Credits:

Country: Finland Year: 2008

School: Lahti University of Applied Sciences, Institute of Design, PACKLAB (Lahti, Finland)

Professor: Ian Rooney

Other images:

