

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:

