



Properties list:

- reusability
- end-user packaging
- single product
- new product
- electronics
- other shapes
- plastics
- contemporary
- identity by shape

Structural pvc packaging doubles as a sun-visor. Ecobranders approached Phelan Associates with a difficult brief: keep their UV meter pack out of the waste stream. Because of its rigidity, they created the blister pack in the form of a sun-visor, with reversible graphics. The user simply opens the pack, reverses the graphics and wears it.

Reference: http://www.phelanassociates.com/dual_use_packaging.htm

Credits:

Country: England

Year: 2009

User: Ecobranders

Designer: Phelan Associates

Other images: