

FLOWER POT DISHWASH POWDER

Properties list:

reusability
end-user packaging
single product
concept
homecare products
box
plastics
identity by system of colour
identity by shape
contemporary
unusual structural association



This box for dishwash powder becomes a flower pot. When the detergent is finished the box can be reuse and in this way the packaging has a second life. The shape of the pot is modular, so different boxes can form a composition of flower.

The packaging is attractive and colorful ? it adds an additional value of sustainability and fun to this series of products.

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

Credits:

Country: Israel

Year: 2007

Agency: Studio Armadillo

Designer: Hadas Kruk

Other images:

