



**Properties list:**

end-user packaging  
information accessibility  
single product  
concept  
milk  
gable top  
polylaminated  
contemporary  
unusual visual association  
unusual structural association  
identity by shape

Milk Packaging by designers Julien De Repentigny and Gabriel Lefebvre offer a unique take on the design of milk cartons by having the package formed like as an alphabetical representation of the product itself. A 2-liter cardboard representing the product in its simplicity and purity through word and image.

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**Reference:** <http://www.visualadvice.com/index.php/?milk-packaging/>

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**Credits:**

**Country:** Canada

**Year:** 2009

**Agency:** Visualadvice

**Designers:** Julien De Repentigny and Gabriel Lefebvre

Other images: