

JUN' THE GREEN PET FOOD



Properties list:

- recycled materials
- logistic optimisation
- biodegradability and compostability
- unit dose packaging
- information about content
- pets
- end-user packaging
- range of products
- concept
- other food
- folding carton
- clamshell
- cardboard and paper
- bio plastics
- natural
- eco-friendly
- instruction through pictograms
- illustrated character

Jun is born out of the project of creating a service that changes the modality of the dog's alimentation: An ethically correct product, sustainable, healthy and cost effective. Out of the food intended for human consumption that remains unsold in supermarkets, a nourishment is created that however maintains all the nutritional characteristics for the animal consumption. Jun's packaging wants to reassess the "waste" transforming it into a nourishment for domestic animals. The packaging consists in a resealable container and a wrapper that covers it partially. Particular attention has been paid to the selection of materials: The container is made of PLA, while the wrapper is recycled cardboard.

Reference:

Credits:

Country: Italy

Year: 2011

School: Politecnico di Milano, School of Design (Milan, Italy)

Course: Packaging Design 2011, Master Degree

Lecturers: Valeria Bucchetti, with Erik Ciravegna, Sara Sanvito

Students: Silvia Acerbi, Matilde Arduini, Michele Corradini, Rossella Ermacora, Matteo Lualdi, Daniel Nuhn

Other images:

