



## Properties list:

- end-user packaging
- range of products
- concept
- other food
- dispensing systems
- box
- cardboard and paper
- unusual structural association
- identity by photo
- identity by system of colour
- pets
- recycled materials

The product is a cardboard packaging for pet fish food in flakes. The choice of this material allows to obtain significant savings in terms of production and disposal, combined with a great product recognition thanks to its uncommon shape makes it highlight from the rest of the market.

The cardboard also suggests a new way of usage: drawing inspiration from the existing candy packagings is in fact assumed as new type of dosing for oatmeal.

The concept is characterized by a minimal and essential graphic design both for identification of the packaging and recognition for the customer.

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## Reference:

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### 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 Savito

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Other images:

