



Properties list:

- reusability
- biodegradability and compostability
- toy packaging
- ready to use
- information about use
- pets
- end-user packaging
- single product
- concept
- pet care products
- other food
- dispensing systems
- tube
- cardboard and paper
- eco-friendly
- identity by shape
- die cut
- illustrated character
- identity by illustration

Gnam is a packaging out of the ordinary. It's a cardboard tube containing dry food for cats that has an incredible end-life transformation ability. Gnam can be turned into a ball for your cat and a pot to plant some seeds of catnip. In fact, on the body of the pipe you can find a serie of die-cuts that allow you to "disassemble" the whole packaging in pieces: 6 strips and a little pot. The 6 strips allow you to make out, thanks to an very clever system, a small ball for your cat. With a little care you'll able to stimulate your creativity and give your little friend a funny toy to spend some time running around. The rest of bottom of the tube instead, becomes a practical little pot where you can plant the seeds of catnip you'll find as a gift in the double-bottom of the tube, just adding a bit of soil. Gnam, also provides a practical system of measuring the quantity of food that your cat needs, thanks to the measuring-plug and the infos on the back of the pack.

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:

Other images:

