SAUSAGE DOG



In this project we have developed a packaging for wet dogs food to respond three needs: allow portioning and heating of the product (to avoid the problem of leftovers), facilitate interaction (by reducing the number of actions and tools while beeing used) and create a playful, communicative system linked to the genuine content through a language that evokes a "butchers culture".

Sausage Dog provides for portioning of the content in single doses from a set of four, easily separated by cutting and easily transported. The sausages can be warmed in a microwave, the user then just have to "squeeze" the single wrap to extract the content. Information regarding content and methods of use are shown on the wrapping of the 4 sausages. The secondary packaging is designed to be shelf-ready, so it is configurable as an exhibitor.

Properties list:

identity by system of colour identity by illustration illustrated character identity by packing process cardboard and paper plastics other shapes other food concept range of products end-user packaging pets product accessibility information about content information about packaging tactile packaging ready to use smart packaging unit dose packaging logistic optimisation

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: Chiara Gustinelli, Kerman Gomez, Adrea Gross Gai ani, Luciano Ingenito, Federica Fragapane

Other images:

