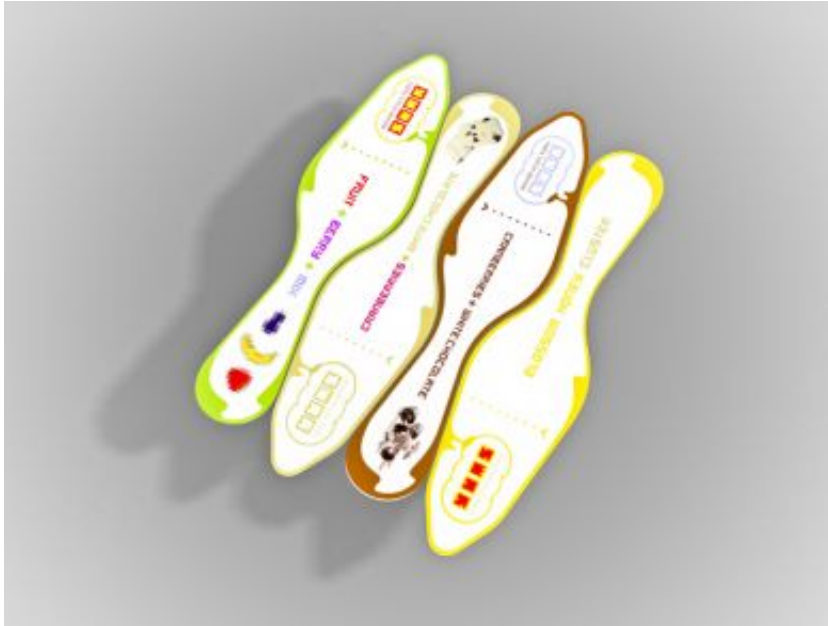


YUMS SPOON



Properties list:

- logistic optimisation
- unit dose packaging
- ready to use
- end-user packaging
- range of products
- concept
- snacks
- desserts and ice-creams
- additional structural elements
- plastics
- identity by shape

Yum's Spoons were designed with a dual purpose: reducing components and facilitating dressing and sauces dispensing. They transform salad dressing pots into forks and yogurt pot corners into spoons. Yum's gives consumers a fun, easy-to-use, clean and tidy utensil that can contain a large range of products.

These concepts have been designed for maximum strength but using the minimal amount of materials, with an environmentally friendly focus. They reduce the amount of materials and energy required to produce traditional packaging, are fully recyclable and also nest together to save space during transport.

Reference: www.yums.info

Credits:

Country: United Kingdom

Year: 2010

Agency: Protopack

Designers: Edward Harding, Keith Mahoney, Lars Bergwall, Bengt Eckerwall

Other images:

