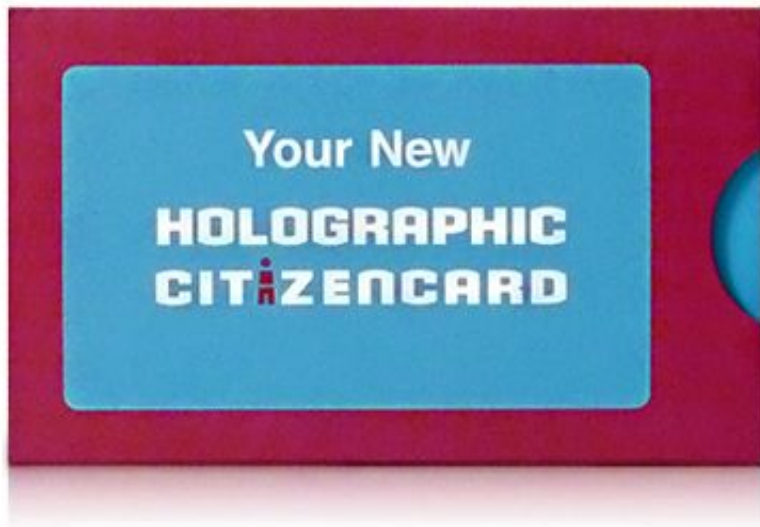


CITIZEN CARD WELCOME PACK



Properties list:

adults
new product
other non-food products
opening and closure systems
box
cardboard and paper
unusual structural association
identity by colour

An alternative to receiving a letter and glue-dotted card, CitizenCard's smart new card-sized design utilises Burgopak's patented sliding mechanism to both neatly present the holographic card and communicate essential information on all parts of the package. The inviting format further encourages recipients to interact with and keep a hold of the pack, increasing the likelihood that all necessary information is read and retained.

Reference:

Credits:

Country: United Kingdom

Year: 2011

Agency: Burgopak

User: Citizen Card

Producer: Burgopak

Other images:

