

TUBE TOYS



Properties list:

biodegradability and compostability
reusability
toy packaging
information about use
information about packaging
arts and crafts
kids
end-user packaging
range of products
extra-use of packaging
new product
toys
tube
other materials
cardboard and paper
playful
unusual structural association
identity by shape
identity by packing process
photo to describe
identity by system of colour

The 'Tube Toys' are a series of vehicles to assemble where the packaging is also part of the product, reducing considerably the amount of material discarded after purchase, and the added cost that traditional packaging involves. All the parts needed to build each vehicle are contained on a standard cardboard tube which doubles as the packaging and becomes the body of the car, fire engine, train or tractor. Each tube has pre-cut slots and holes to place the wheels, axes and other components. A single stripe of paper displaying all the information needed for the shop (brand, logo, product name/description and barcode) is the only bit that will be discarded after purchase.

All the materials used on the product are also recycled and/or recyclable.

Reference: <http://www.oscar-diaz.net/?p=1437>

Credits:

Country: United States of America

Year: 2012

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User: NPW

Other images:

