

# KOHBERG BREAD BUNS

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## Properties list:

end-user packaging  
single product  
extra-use of packaging  
update  
bakery and bread  
flow-pack  
plastics  
ironic  
contemporary  
identity by colour  
packaging as a new medium  
limited edition packaging

The packaging is designed by Envision and the brief from Kohberg was to come up with a packaging idea for the rye bread buns in order to increase awareness and sales, and since The Danish Cancer Society fights breast cancer the solution was obvious.

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Reference: <http://vittoriobeccari.blogspot.it/2011/11/packaging-sociale.html>

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## Credits:

**Country:** Denmark

**Year:** 2011

**Agency:** Envision

Other images: