

DOGGY BAG



Properties list:

pets
end-user packaging
range of products
extra-use of packaging
pet care products
tray
shopping bag
new product
plastics
cardboard and paper
identity by typography
identity by illustration
identity by colour
packaging as a new medium

Doggy Bag is a packaging system that focuses on reuse: the main purpose is not to waste restaurant food, it takes inspiration from the American and British model and it let the customers take home the left-overs of a dinner so that it would be possible to feed a pet. Part of the earnings will be devolved to sanitary association and food distribution to poor people.

Reference: <http://www.doggy-bag.it/>

Credits:

Country: Italy

User: LU S.r.l.

Other images:

