

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:

