

# MILK PACK

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## Properties list:

- carrying system
- end-user packaging
- single product
- concept
- milk
- opening and closure systems
- additional structural elements
- other shapes
- high-tech
- contemporary
- identity by shape
- identity by illustration
- identity by colour

"In his concept the outer shell is made from paperboard folded around a, from thin PE-film, blow moulded plastic bottle. The shape of the bottles leaves some room to store them in a paperboard box with a carrier handle in the middle.

The construction of the boxes allow them to be stacked on a pallet.

The design has an extra feature as the plastic 'bow' which forms the back of the bottle holds a measuring scale allowing the consumer to see how much of the content is left."

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Reference: <http://www.andymandel.com/projects/milk-packaging/>

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## Credits:

**Country:** Germany

**Year:** 2010

**Designer:** Andy Mandel

Other images:

