

# SHATTO MILK

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## Properties list:

- reusability
- packaging as a new medium
- end-user packaging
- range of products
- extra-use of packaging
- milk
- new product
- glass and ceramics
- bottle
- ironic
- minimal
- contemporary
- transparent
- identity by shape
- identity by typography
- identity by system of colour

"We at Shatto Milk Company have decided to provide our milk in glass bottles. The reasons for this decision are very simple. First, the glass bottle tends to keep milk colder, and colder milk is more desirable. Second, glass bottles are environmentally friendly. Our glass bottles can be washed and reused as many times as they are returned. Thus, recycling and reusing our bottles lowers the amount of material dumped in area landfills on a daily basis. Third, unlike paper cartons or plastic, glass imparts no foreign odor or flavor. Fourth, glass bottles are most notable in history for containing farm fresh milk from the local family farm, and that is exactly what you are getting from us. Let there be no doubt - our product is different - it is handled with the utmost care and packaged in the best container available, glass."

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Reference: <http://www.shattomilk.com/products.html> ; <http://www.wehatesheep.com/work/2011/apr/09/shatto-milk-company-brand-packaging/>

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## Credits:

**Country:** USA

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**Agency:** Sullivan Higdon &  
Sink

Other images:

