

THE FUTURE PACKAGING MILK



Properties list:

- end-user packaging
- concept
- range of products
- milk
- opening and closure systems
- dispensing systems
- other shapes
- plastics
- cardboard and paper
- debossed, embossed
- minimal
- identity by shape
- identity by typography
- identity by system of colour

This packaging was created as a quest to solve the current problems of the multilayermilk carton and its recycling at the same time. That's why we have designed a "bag in box" where we can find a pocket formed by threelayers of LLDPE and an outercarton of 200grams which provides structure and convenience in serving. A solution that makes it easy to use, separated from the cardboard and plastic that achieves almost 100%recycling.

Reference: <http://www.behance.net/gallery/The-future-packaging-milk/1204819>

Credits:

Country: Spain

Year: 2011

Designer: Sergio Mena, Inma Linfante, Fidel Lopez

Award: Second place in the Starpack Student Award competition, in 2011

Other images:

