## **WOOLWORTHS MILK**



## Properties list:

product accessibility end-user packaging range of products concept milk dispensing systems gable top polylaminated cardboard and paper contemporary unusual structural association identity by shape identity by typography identity by illustration identity by system of colour identity by colour

"I have designed a milk carton that highlights innovation, convenience and functionality in an effort to create sustainable milk packaging. It borrows the in-box bag concept that wine packaging has adopted. Having a tap fitment and a handle makes pouring easier. The carton has a gable top that is lengthened to form a handle that can hold 2 liters of milk. The design is strictlyaccording to Woolworths layouts. The carton has a pure clean white design to plainly represent fresh milk, but keeping a different color for different kinds of milk. Ihave used black for the Woolworths layout and information."

Reference: http://ivanalilly.blogspot.it/2010/10/woolworths-2l-milk-packaging-2nd-place.html

Credits:

Country: South Africa

**Year:** 2010

Designer: Ivana Raguz

## Other images:



