

# WOOLWORTHS MILK

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## Properties list:

- product accessibility
- end-user packaging
- range of products
- concept
- milk
- dispensing systems
- gable top
- polylaminated
- cardboard and paper
- minimal
- 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 strictly according 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. I have used black for the Woolworths layout and information."

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

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## Credits:

**Country:** South Africa

**Year:** 2010

**Designer:** Ivana Raguz

Other images:

