

XCEL MILK



Properties list:

- recycled materials
- end-user packaging
- range of products
- new product
- milk
- bottle
- plastics
- high-tech
- contemporary
- debossed, embossed
- unusual visual association
- identity by typography
- identity by system of colour

A sustainable packaging solution was created by Division Kavo of Greiner Packaging International. The milk bottle-shaped 500ml container, designed by TGL Creative, fits comfortably in the hand and is made from recycled materials.

Reference: <http://xcelmilk.co.uk/products.html>

Credits:

Country: UK

Year: 2012

Agency: TGL Creative

Designer: Anne Marie Mohan

Other images:

