

CHEESE PENCILS / KÄSE STIFTE



Properties list:

- limited edition packaging
- end-user packaging
- new product
- single product
- dairy, eggs and cheese
- blister-pack
- plastics
- unusual visual association
- unusual structural association
- identity by shape
- identity by typography
- identity by colour
- identity by textures and patterns
- identity by abstract shapes

"There is no easier way to put parmesan on your food. Parmesan pencil in the parmesan pencil sharpener (included in the pack), give it a turn and voilà - perfect parmesan shavings for pasta and co. And the packaging is pretty nifty too. The scale on the back of the box tells you how much of the Parmesan Cheese Pencil you need for which dish and counts the calories for you too."

Reference: <http://www.the-deli-garage.com/blog/en/general/cheese-pencils-on-the-brink-of-serial-production/>

Credits:

Country: Germany

Agency: Korefe

User: The Deli Garage

Other images:

