

CHOCOLAT FACTORY HONEST TABLET



Properties list:

- cardboard and paper
- plastics
- infographics
- contemporary
- transparent
- identity by typography
- box
- chocolate
- confectionery and sweetness
- new product
- single product
- end-user packaging
- information accessibility
- information about content

The Chocolat Factory produced "The most honest chocolate tablet", in which packaging and product are very connected: the tablet is divided in bars of different dimensions reproducing the shape of an histogram; on the transparent packaging it is specified the quantity of calories for each bar: a good way to put together food, packaging and infographics.

Reference: http://www.chocolatfactory.com/producto.php?familia=2&subfamilia_id=0&id=75

Credits:

Country: Spain

User: Chocolat Factory

Other images:

