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 trasparent 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:

