



Properties list:

packaging as a new medium
end-user packaging
single product
extra-use of packaging
new product
pharmaceuticals
blister-pack
plastics
pharmaceutical
contemporary
transparent
photo to evoke
identity by shape
recycled materials

From ColaLife website: "The AidPod is at the heart of the ColaLife model. It is a wedge-shaped container that fits between the necks of the bottles in a crate of Coca-Cola. The original concept for the AidPod, was to make use of that unused space to get simple medicines, such as oral rehydration salts, and other social products like micro-nutrients to the places that commodities like Coca-Cola get to i.e. most places." The packaging is dimensioned to contain the right amount of water to take the medicines and it is made with recycled PET.

Reference: <http://www.colalife.org/about/aidpod/>

Credits:

Country: Sub-Saharan Africa

Year: 2013

Agency: ColaLife

User: Kit Yamoyo

Designer: pi 3 (Pi Global Partners Ltd.)

Producers: Amcor Flexibles,
Charpack Ltd.

