

IRIVER H10



Properties list:

single product
new product
electronics
opening and closure systems
plastics
box
contemporary
end-user packaging
identity by shape
translucent

The package for iRiver MP3 Player is communicatively coordinated with the mono-branded iRiver stores, but it can be also sold in other stores maintaining a distinctive identity and a strong visual impact.

The lid protects and shows the product inside.

The accessories are contained inside the lid and the base, which are fixed together by a semi-transparent clasp, which makes the product visible and offers a solid support to information.

Reference: [Kozak Gisela, Wiedermann Julius, Package Design Now!, Koln, 2008](#)

Credits:

Country: South Korea

Year: 2005

Agency: Tangerine Aig

Designer: Daniel Freytag

Other images:

