

MILK CARTON



Properties list:

information accessibility
information about content
end-user packaging
range of products
concept
milk
bottle
polylaminated
cardboard and paper
minimal
contemporary
opaque
identity by shape

These three different milk cartons identify the rates of fat in the milk by using form rather than colour. The form of the milk cartons reflects in a way on the milk's texture and smoothness. The two back folds are used as the carton's handle, while the two in the front function as the spout.

Reference: <http://www.raw-edges.com>

Credits:

Country: Canada

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Agency: Raw Edges Design

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Other images:

