

FIREFLY CELLOPHONES ACCESSORIES AND HANDSET PACKAGING



Properties list:

- new product
- toy packaging
- reusability
- babies
- pouch
- plastics
- playful
- transparent
- identity by shape
- end-user packaging
- single product

The Firefly range was created in response to research showing that kids wanted cellophanes. Colorful but not overly childish, its packaging is the interchangeable covers and see-through accessories packs with bright and playful branding by Factory Design.

Reference: [Mark Hampshire, Keith Stephenson, DemoGraphics Packaging, Logos, Modena, 2007](#)

Credits:

Agency: Factory Design

Other images: