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Ice Box ; Fresh from the future



Solution

This crate designed with intention to bring a lightness and transparency, a symbol of the future, along with Coca-Cola brand into your living space.

This lightness and transparency also bring the image of cool and freshness that will enhance the brand image of Coca-Cola.

Ice Box also provides with the user-friendly handle in the middle of the crate in order to keep the convenience and the stability of the carrier. In addition, it also has a "foot" to ensure the stability while it is stacked.

The material is Recycled PET in order to ensure that the production of this crate is using 2/3 less energy.

The dimension of Ice Box is 28cm length, 22cm width, and 33cm

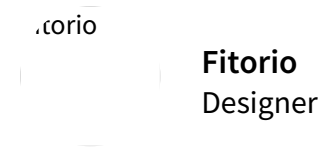
height to ensure all the bottles could be refilled mechanically.

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Creative's profile



Creative's top 5 skills

Product Design