

# FUR-EVER

DOG FOOD BRAND



## OUTLINE

Fur-ever dog food introduces a 15 kg bag with improved accessibility, featuring a resealable clip for protection against air and water exposure, doubling as a convenient tool for dispensing food.



## BRIEF

"Refining the 15 kg dog food packaging to optimize user accessibility and ensure an airtight seal, all while preserving its functional design integrity."

## EXISTING PACKAGING

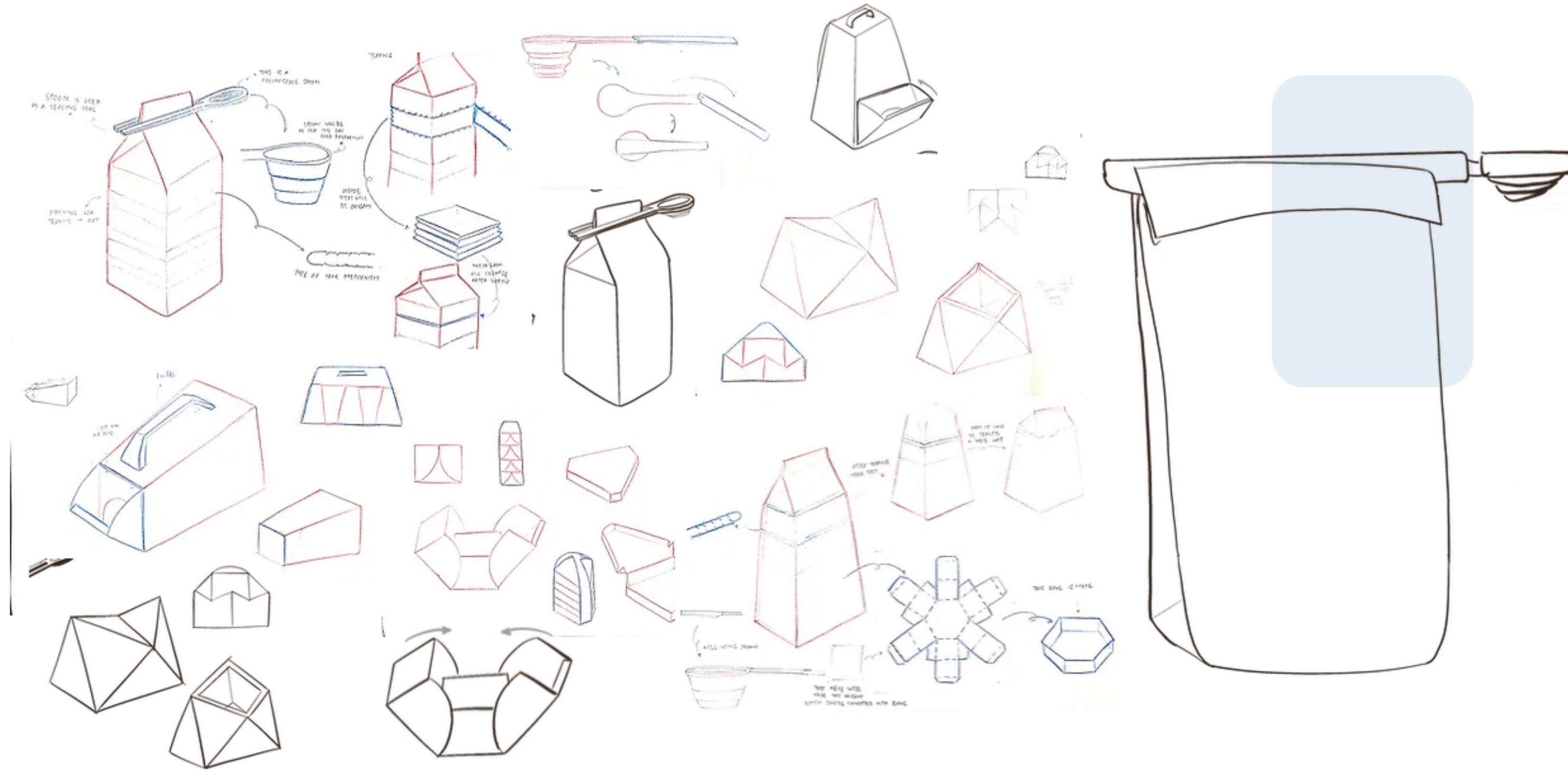


A 15 kg dog food bag offers lasting nutrition for medium to large dogs, with durable packaging for freshness and convenient storage, ideal for pet owners prioritizing convenience and value.

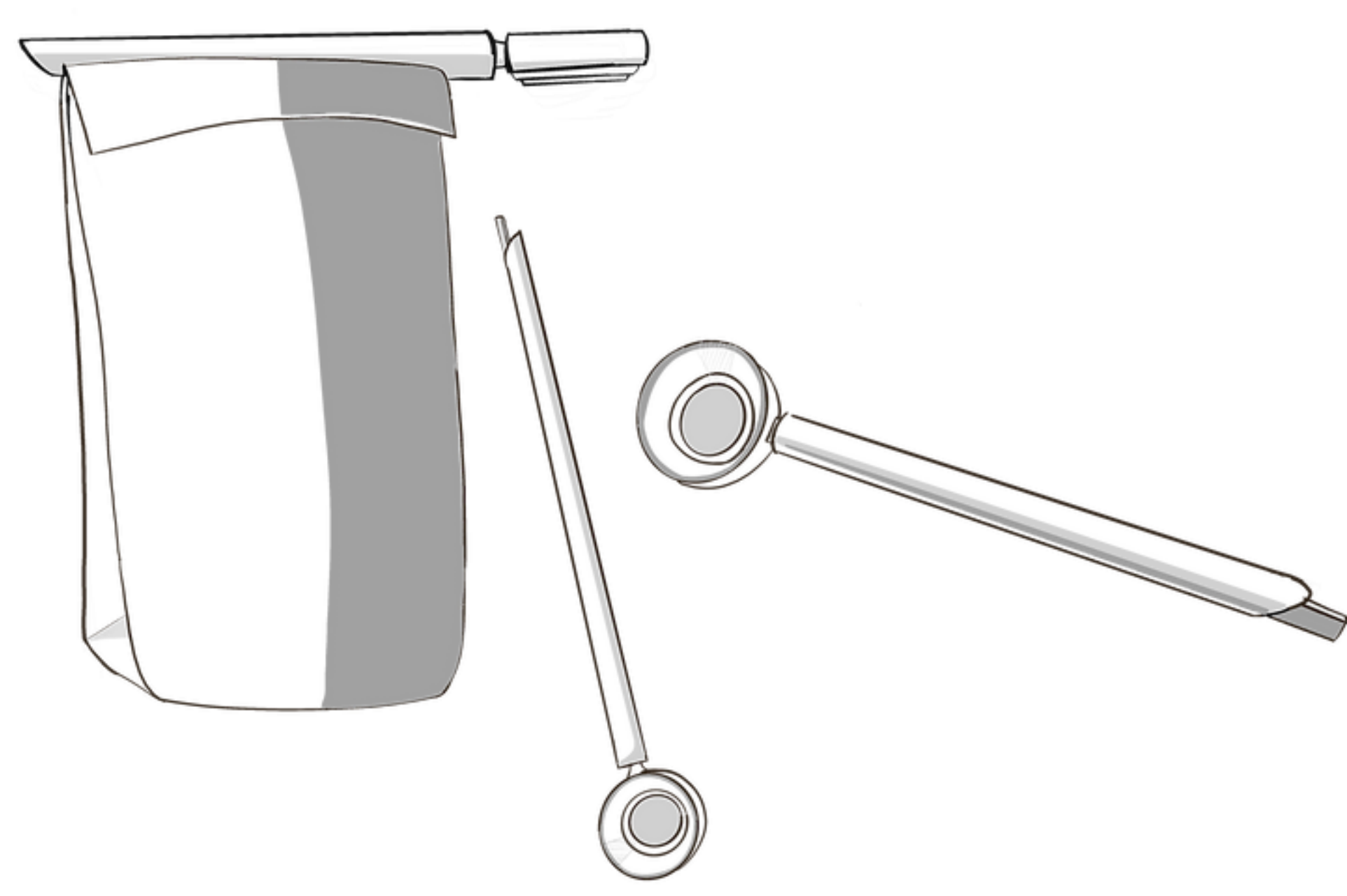
## USER CHALLENGES



## IDEATIONS



## FINAL DESIGN SKETCH



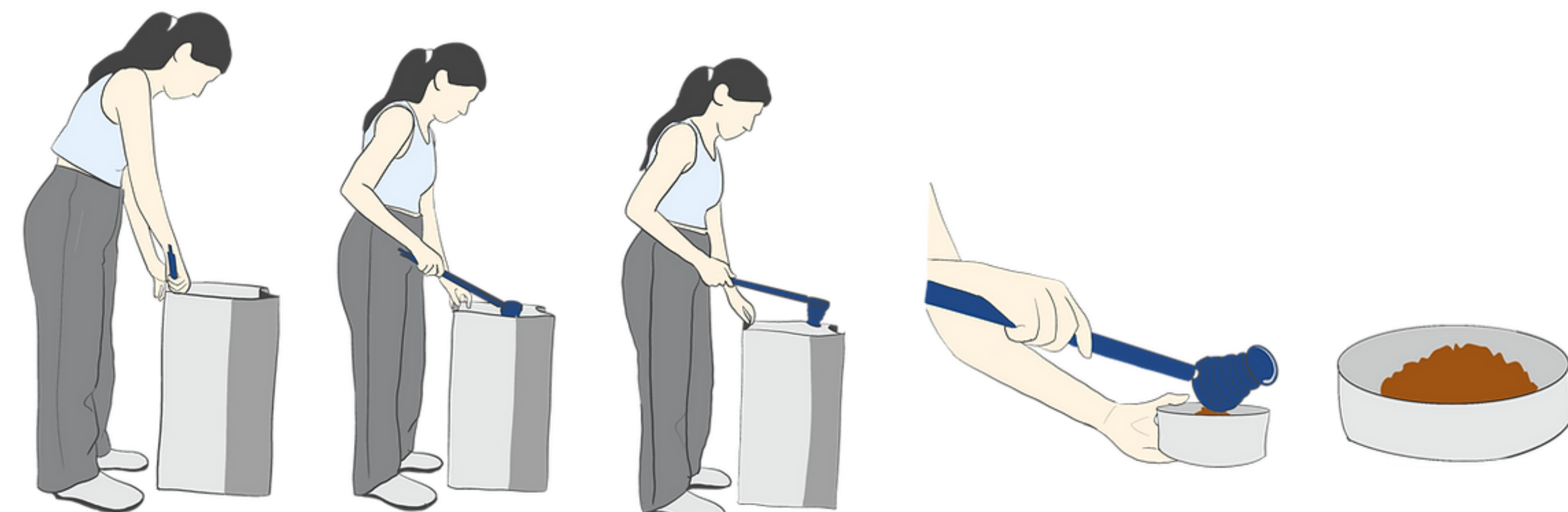
We added a resealable and foldable clip

Why?

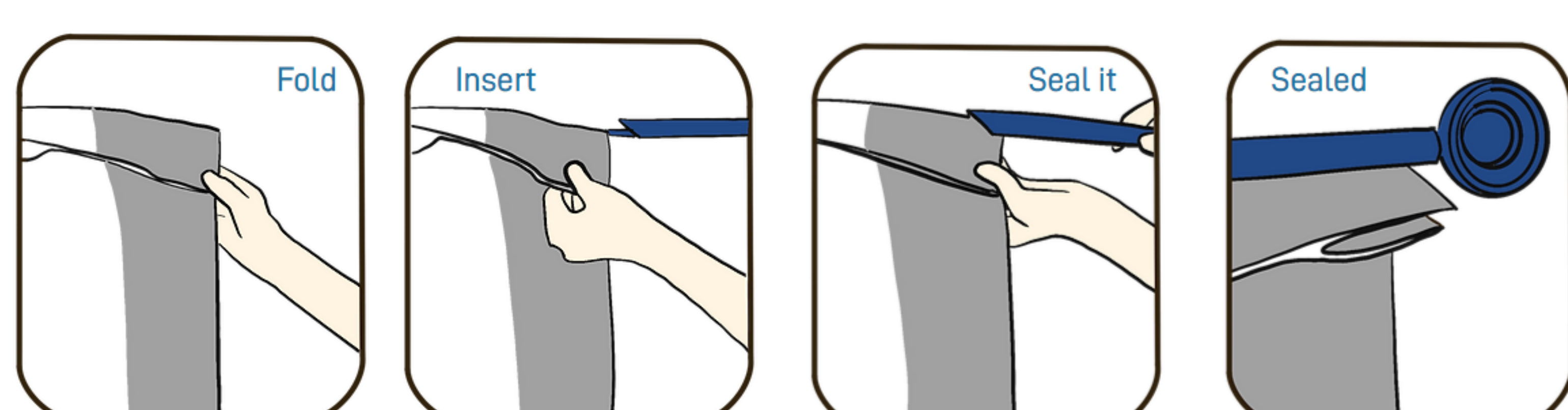
Cup will provide a proper proportion of food to the dog



The handle with the resealing clip will help to scoop the food easily



Resealing clip is used to properly seal the food bag



## INTRODUCING FUR-EVER



## FUR + FOREVER = FUR-EVER

Soft, dense hair that covers the bodies of animals

A sense of eternal companionship, love, and loyalty between pets and their owners

Conveys the idea of providing long-lasting care and nourishment for dogs, emphasizing the enduring relationship between pets and their owners.

FUR-EVER



The fusion of "Fur-ever" and our logo, is depicting a satisfied dog belly, speaks volumes. It embodies our brand's deeper purpose: to not only nourish dogs but also celebrate the everlasting connection between them and their owners. This reinforces our dedication to their Lifelong health and happiness, emphasizing that they are treasured family members forever.



LIFE SIGNALS

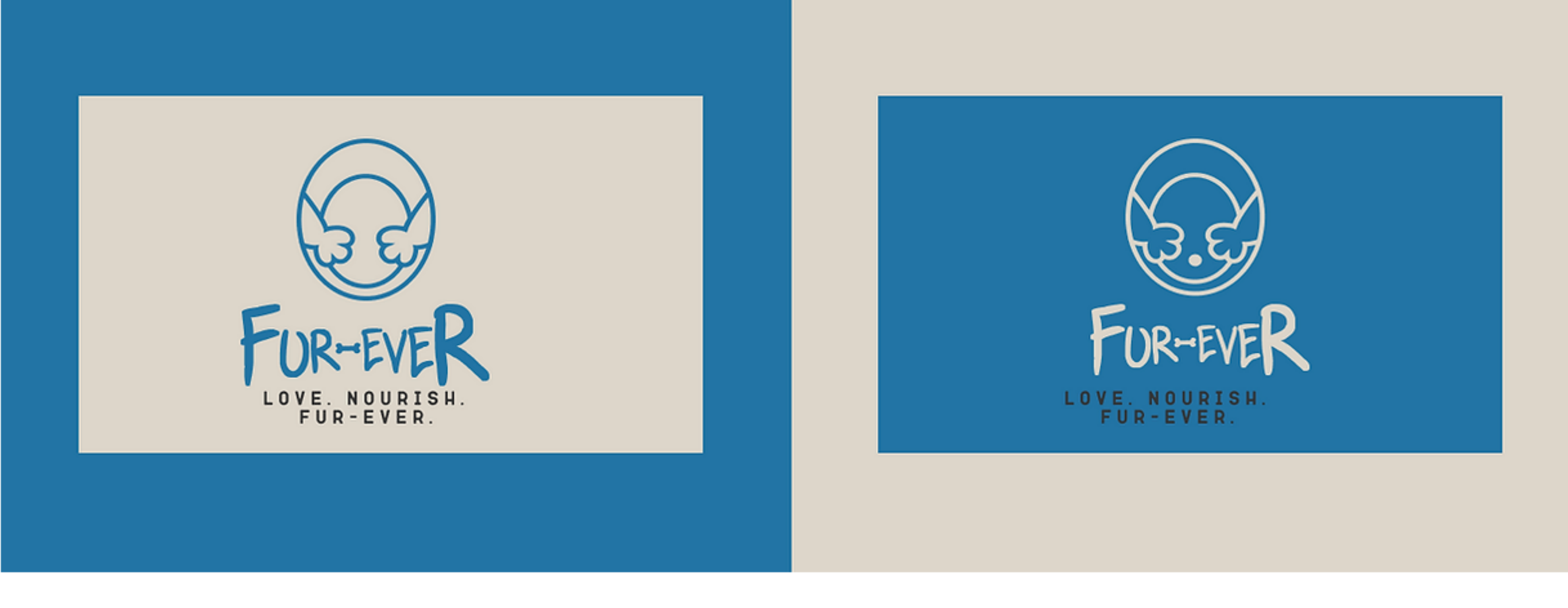
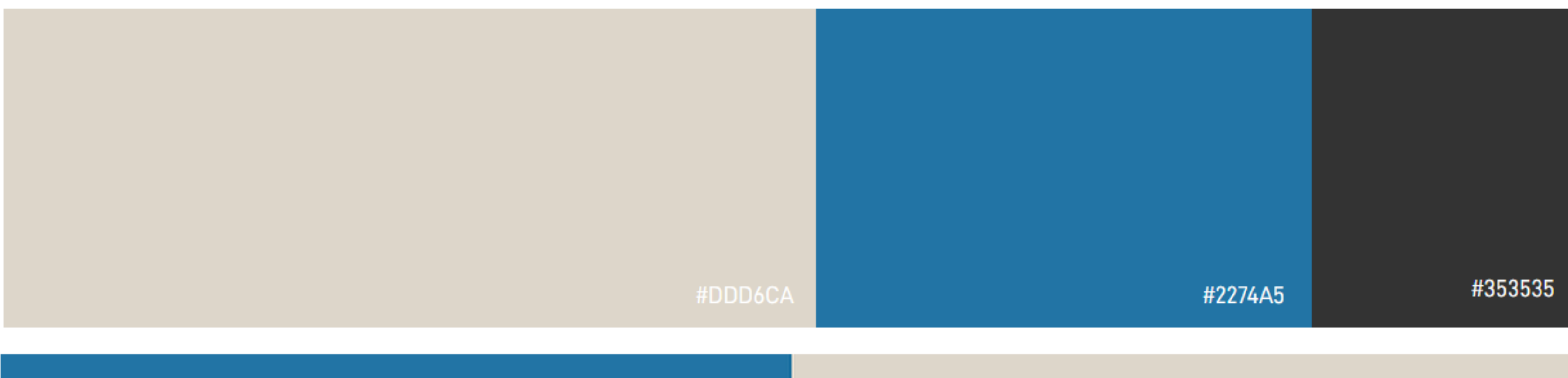
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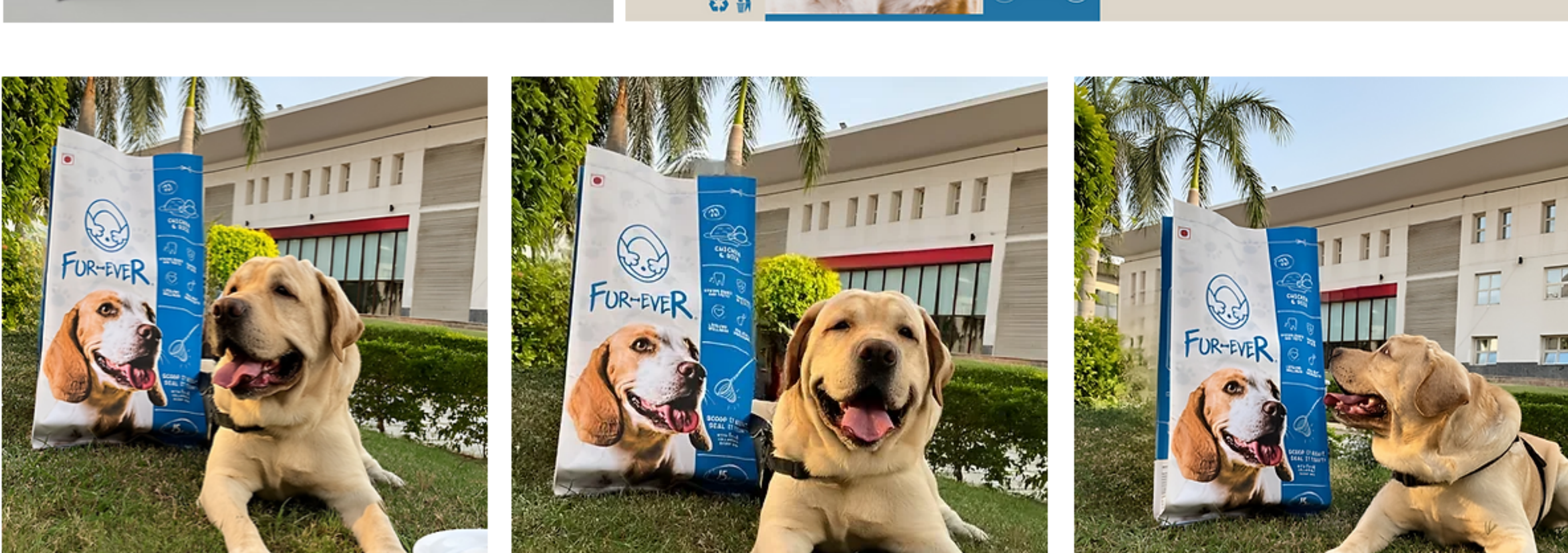
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## GRAPHIC LAYOUT



## LEARNING

The packaging module emphasizes understanding design principles, problem-solving tools, and techniques. It creates innovative, functional designs aligned with product requirements and brand identity, considering portability and material selection. The project covers presenting professional packaging prototypes through digital and manual methods.

This was a 3 week group project (packaging module) conducted in UID, under the guidance of prof. Shweta Rai