



My Happy Family



ENTRANT

Phoong Chuang-Xing
Student



CATEGORIES ENTERED

Conceptual Design
By a Tertiary Student

FOODSTUFFS
Proudly New Zealand



SPECIAL FEATURES



Re-think, Reduce, Re-use, Repair and Recycle are the 5R's to save our planet!



This package has 3R's...



Reduce - reduce the plastic used in the original package.



Re-use - re-use as a piggy bank for children as well as a toy house.



Recycle - recycle it when kids don't want to play with it anymore or if it has been damaged.



The handle on the top was created for kids to carry around and to help them cultivate a good savings habit.



Warm colours were used to create the harmony and peaceful feel for a sweet home which everyone desires.



The character illustrations are very cute and attractive. Kids will love them!



The die cut window allows kids to see inside and look at the products and / or how much money has been saved.