

The Disappearing Package

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by [Inhabitat Staff](#)



Photo courtesy of Aaron Mickelson

New York-based designer [Aaron Mickelson](#) has developed a [packaging design](#) concept he calls “[The Disappearing Package](#),” complete with a series of working prototypes that illustrate how packaging waste might be eliminated by letting the product itself be the packaging. Mickelson developed the “Disappearing Package” concept as his master’s thesis at [Pratt Institute](#). For his project, he developed innovative methods for eliminating the packages that wrap five well-known household brands: Tide PODS laundry detergent, OXO containers, Twinings Tea Bags, Nivea Bar Soap, and Glad Trash Bags.



Mickelson packages Glad trash bags in a roll, with the label printed on the outside bag.



The Glad trash bag solution places the label on the outside bag. Bags are pulled out from the center.

The last bag keeps
the label forever,
reminding the
consumer what to
pick up more of.



When the customer uses the last bag, the label is gone.



The water-soluble, soap box is designed to keep people from absentmindedly opening it.



With the Nivea packaging solution, there's no need to open the box and throw it away.



The water-soluble Nivea soap package dissolves in the shower.



The POP container label is printed on the outside of the box in soap-soluble ink.



The consumer is likely to want to wash the new container anyway. With Mickelson's solution, that makes the packaging disappear.



The Disappearing Package doesn't have to be ugly.



Individual PODs
are perforated
together and
printed on
directly with
soap-soluble ink.

PODs are packaged in a roll, with the label printed on the outside.



Individual PODs are perforated together and printed directly with soap-soluble ink.



The customer tears off PODs one-by-one as they are needed.



When the last POD is used, the package is gone.



A food product has more critical packaging needs and presents a special challenge for packaging reduction.



Twinings bags come together on a perforated fanfold and are torn off one-by-one and used.



The Twinings solution doesn't eliminate packaging altogether, but does reduce it to a minimum.
