

Twist Sponges in Clever Packaging

by Lloyd Alter, Toronto on 05.27.07
DESIGN & ARCHITECTURE (kitchen)



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Twist makes sponges and cleaners using cellulose from renewable tree farms and ensuring that 99.7% of their waste is reused. " We set out to turn the world of cleaning products on its head – combining design and environmental responsibility to create functional, beautiful, and responsible alternatives."

But what is really cool is the packaging: printed on the back are plans for turning it into a clever little bird feeder. Instead of becoming garbage, the box becomes a fun activity. NotCot calls it a neat idea but "not so hot on the execution, the packaging is so thin that it's not that sturdy, and i do wish the design made better use of the existing creases and the diecut windows... this bird feeder wouldn't hold up well in a drizzle (how about some water proofed packing?) and isn't quite strong enough to support the birds." Which we suggest is not the point, this could be a great new trend, a toy in every box.

[Twist](#) via [NotCot](#)

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So cool packing... I love seing these kind of stuff :) and it is eco friendly :)

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Ivan Minic says:

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that is so cool! :)

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Wrappers could also be mutated into kids' toys, Christmas tree decorations, paper jewelery, and origami cranes for peace!

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