

Perspectiva de Ciclo de vida



Mar2023UBA

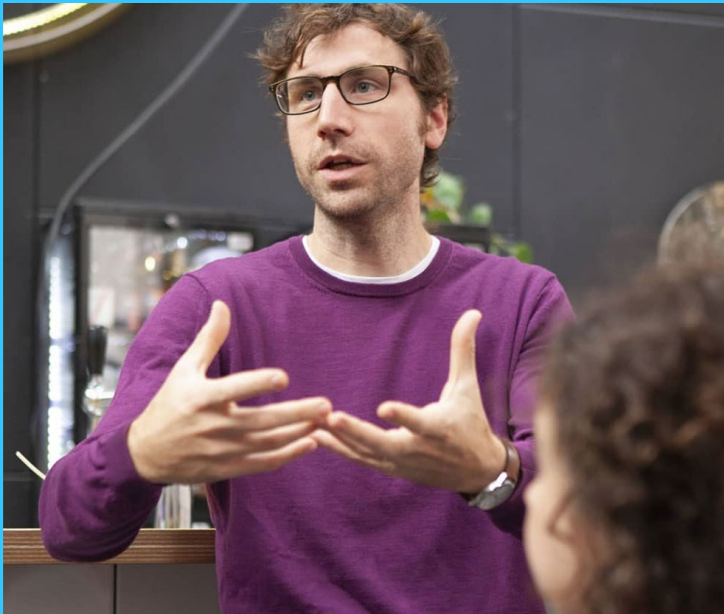
Pablo Groglopo



Packaging

Iceberg

Estrategias de Diseño Circular



Experiencias

Human Centred Design

Contenedor+

Diseño de Envases

I ♥ maps

System Thinker

Estilismo +

Design Thinking

Diseñando Diseñar

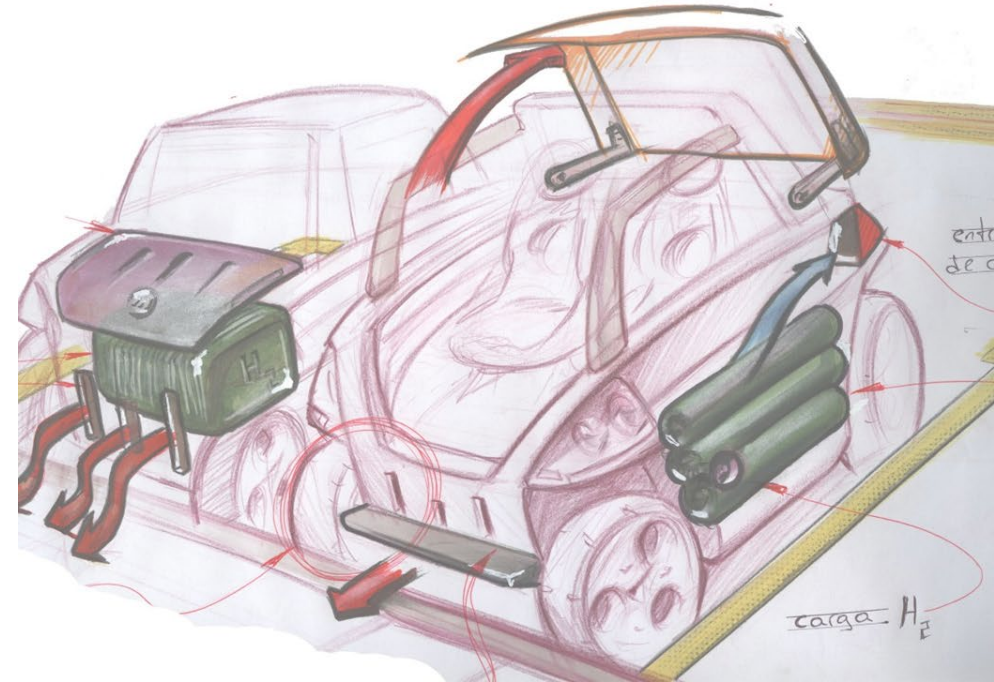
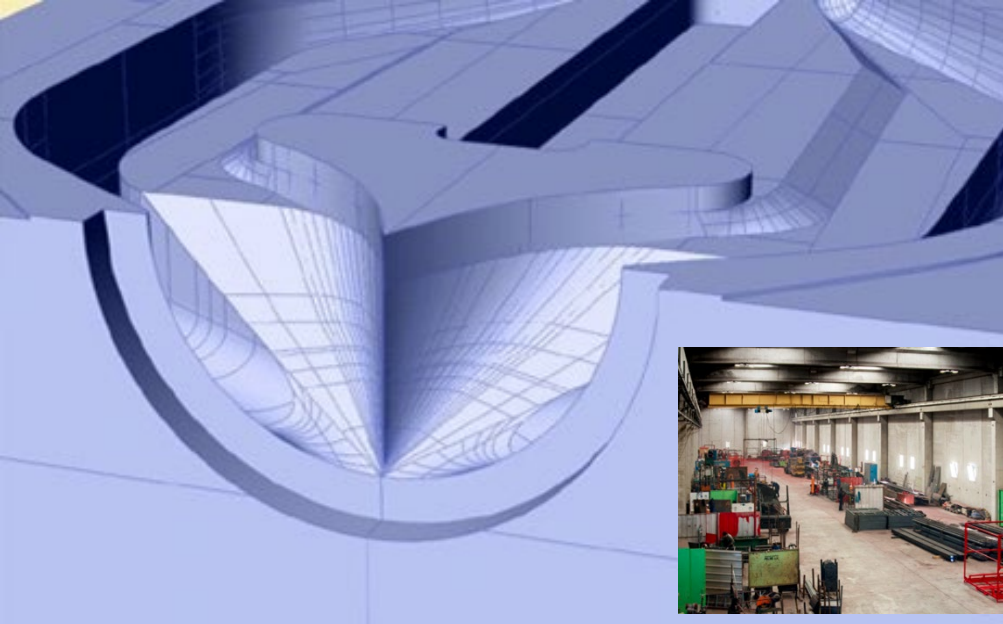
Creatividad Analítica

Que sea Factible

Ingeniero mecánico

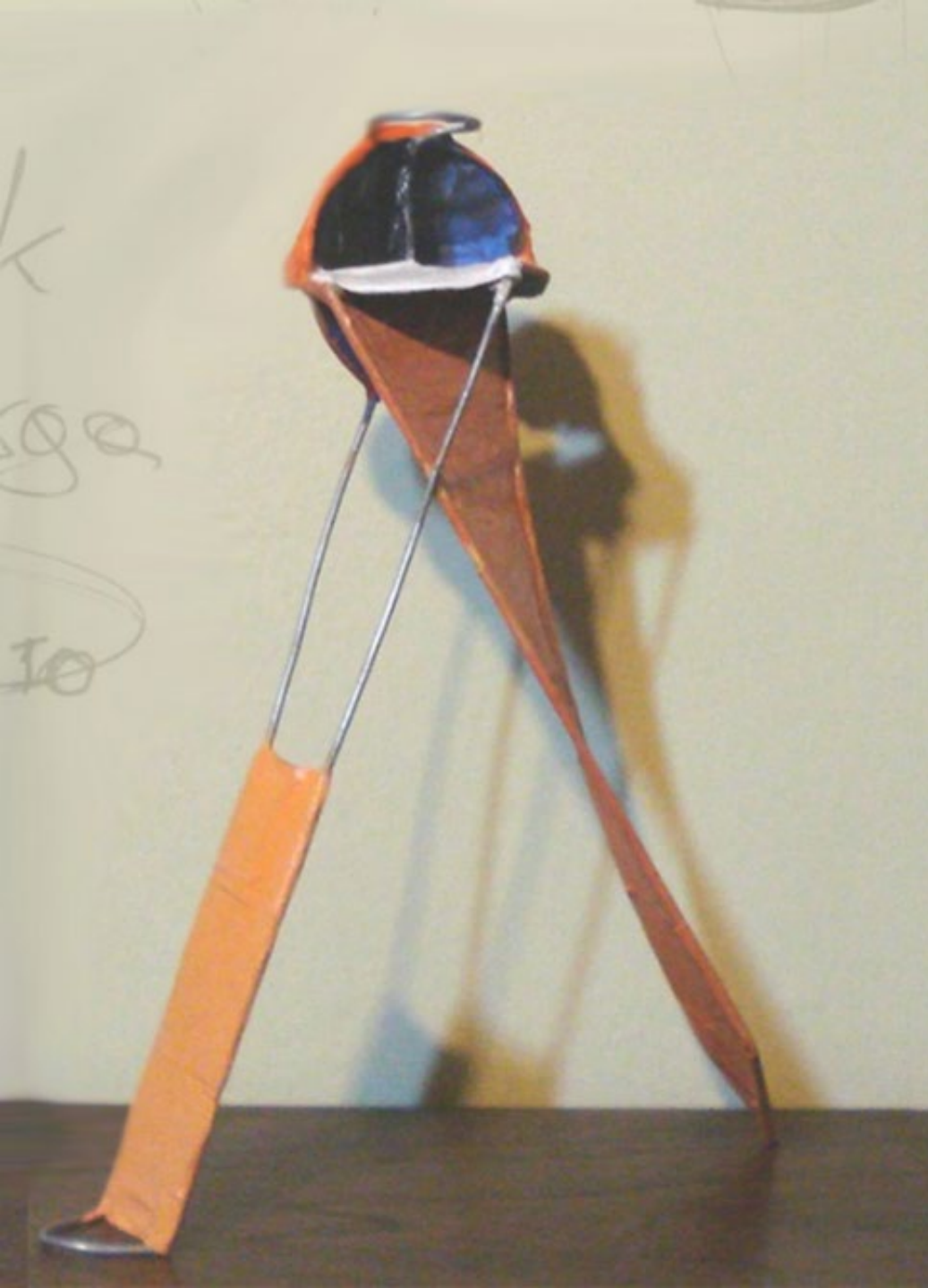


Ingeniero mecánico



y Design Engineer

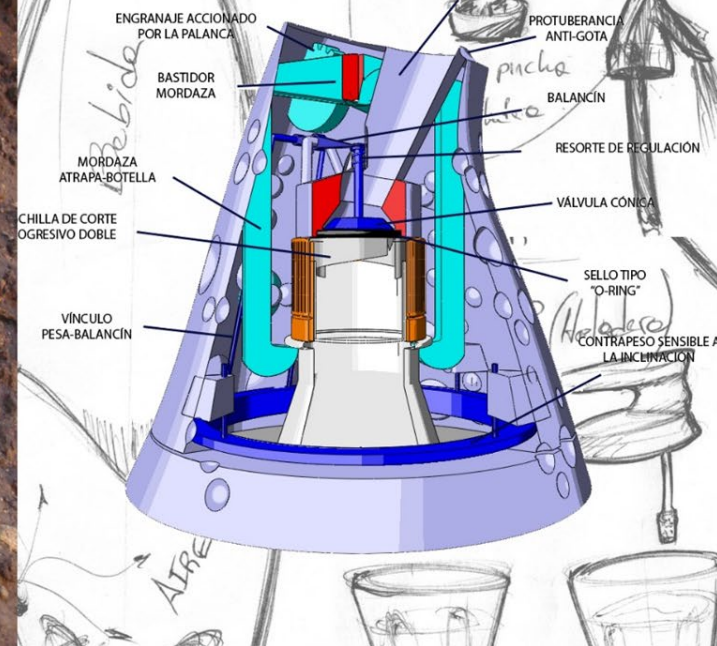


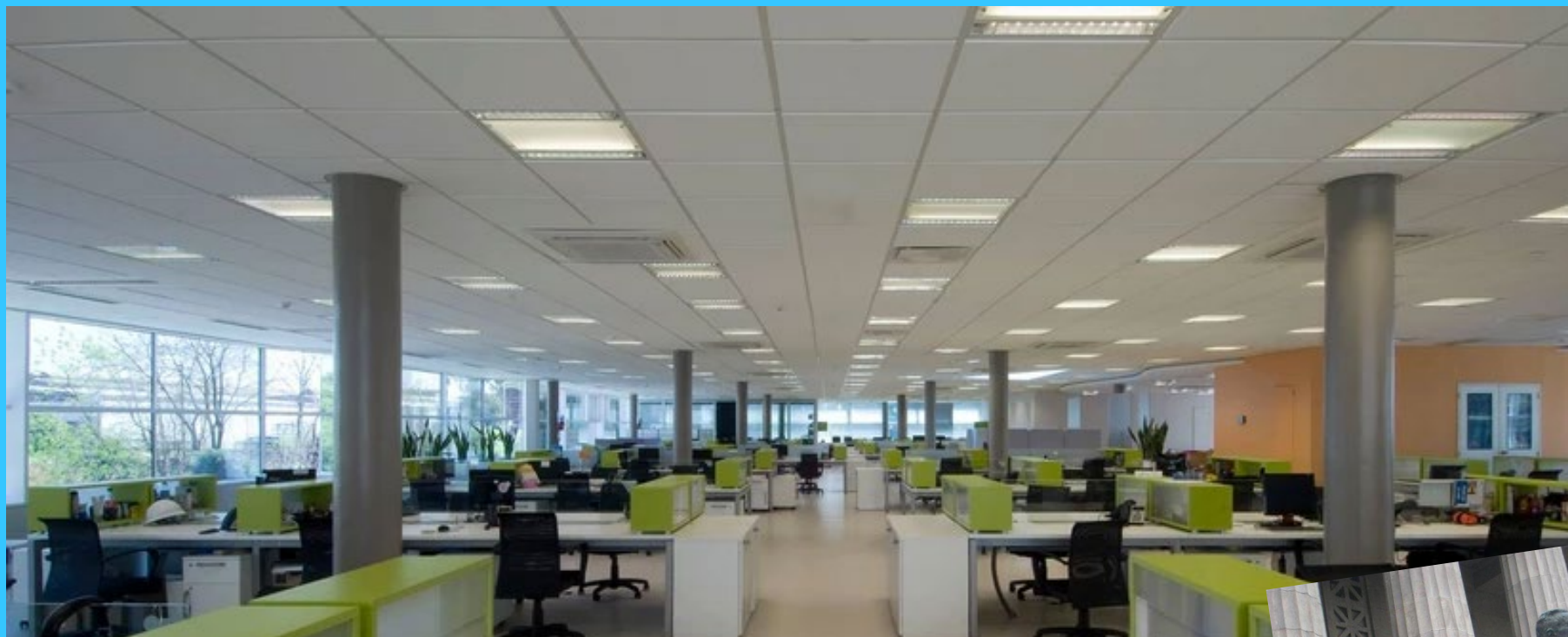


diseño de producto

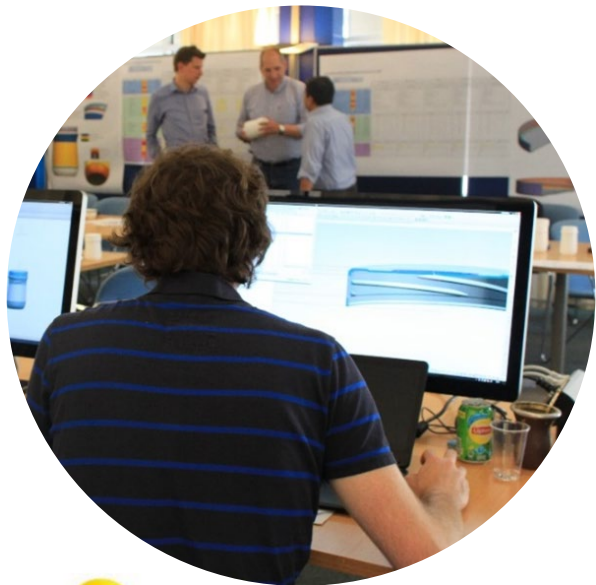
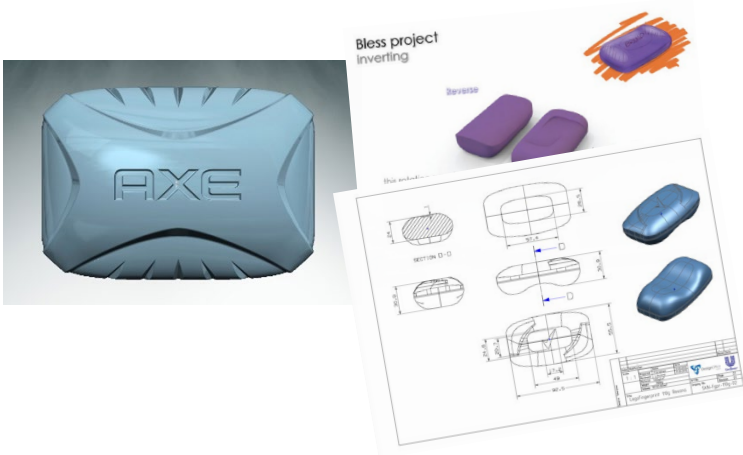
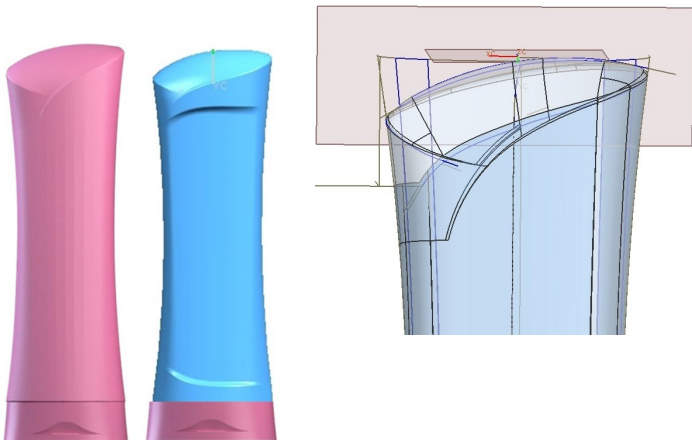
QP

Fiuba
Facultad de Ingeniería
Universidad de Buenos Aires





Diseño estructural de envases



EXPLORE OUR RANGE



CHICKEN SALT REDUCED STOCK
POWDER



CHICKEN STOCK POWDER



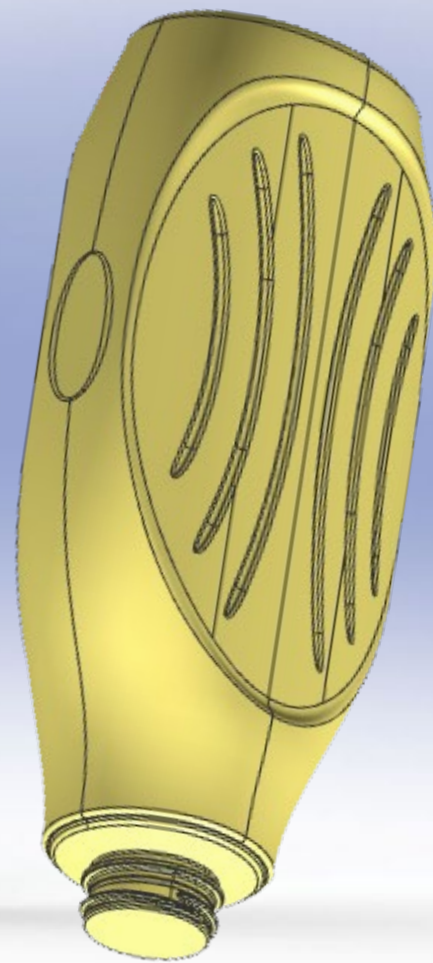
BEEF SALT REDUCED STOCK POWDER





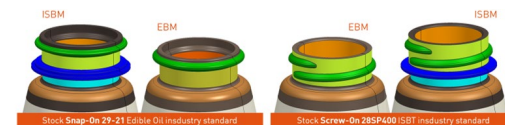
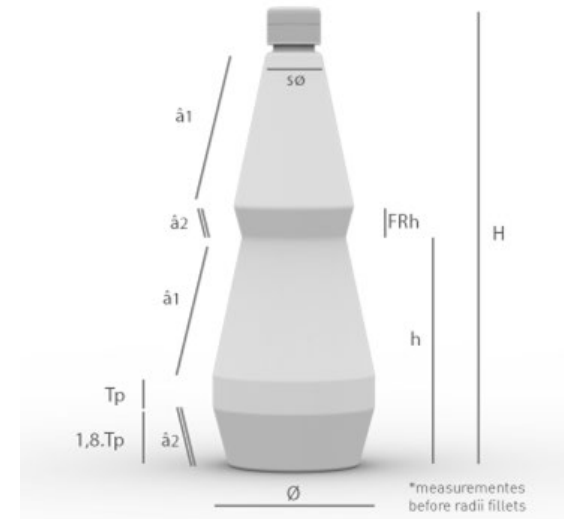
SBD Sello
Buen
Diseño
argentino



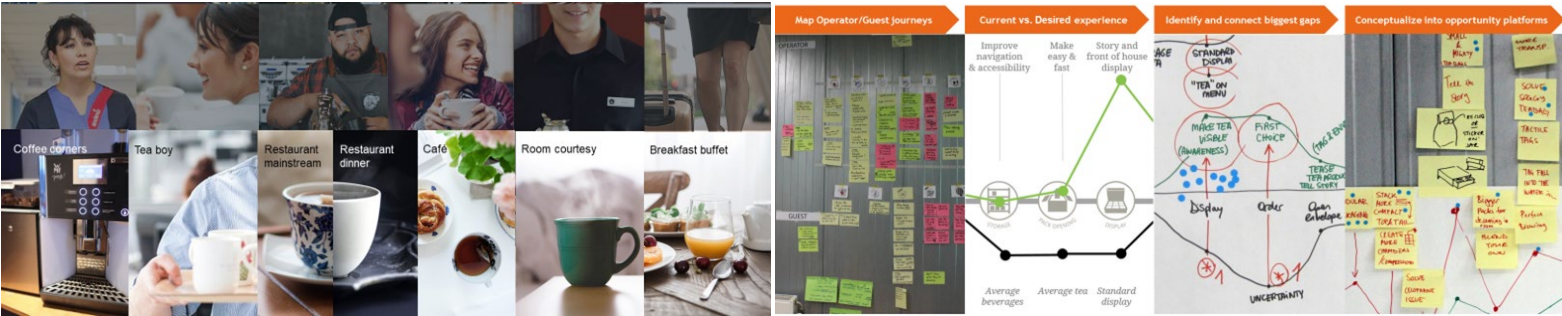




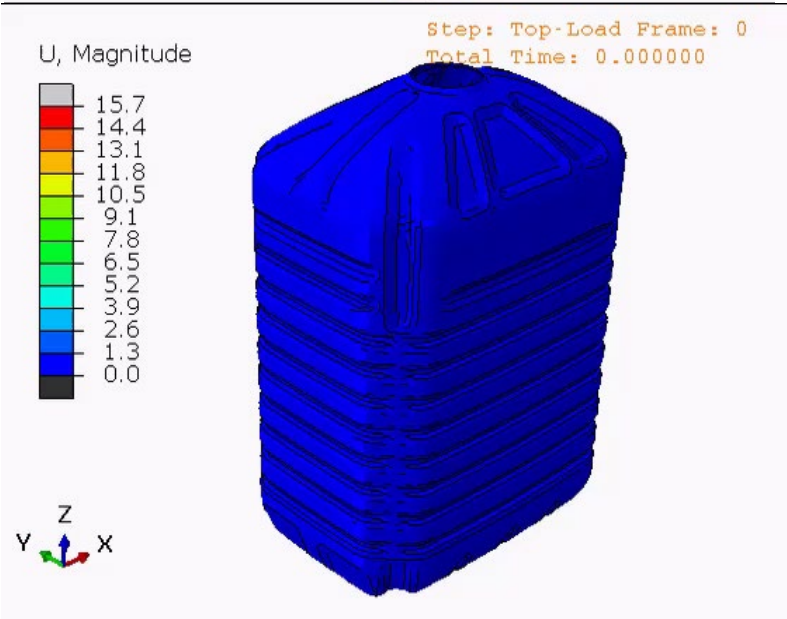
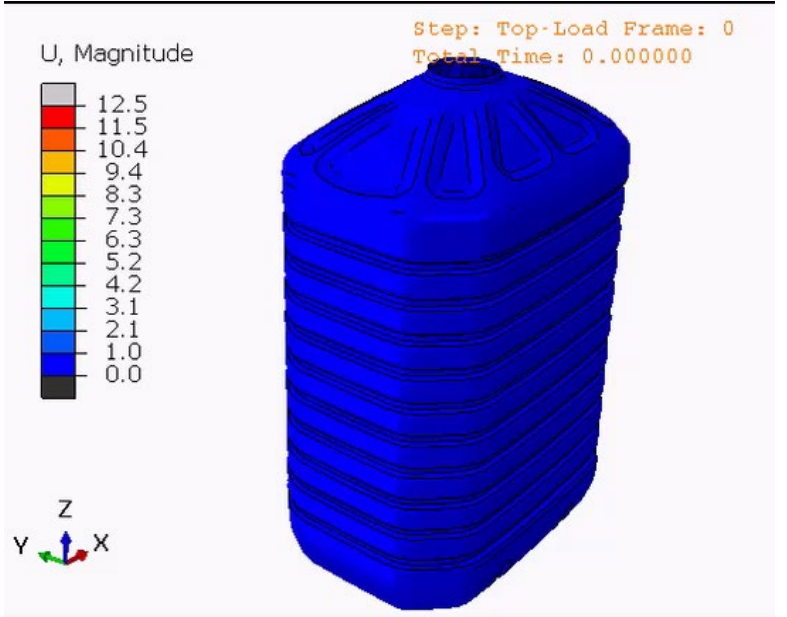
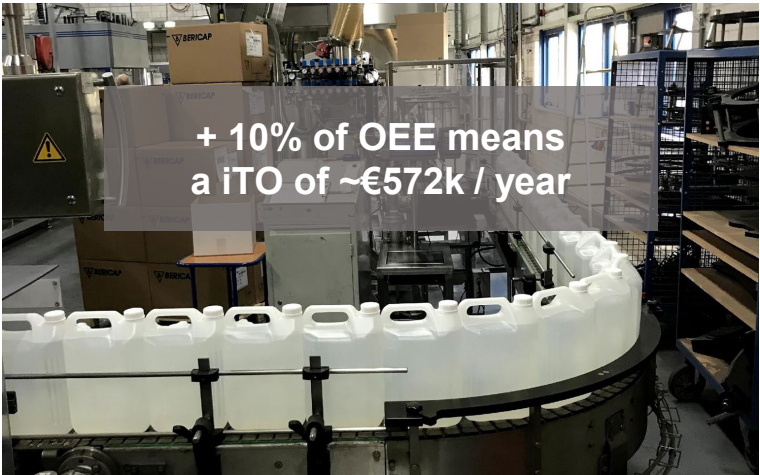
GLOCAL



B2B

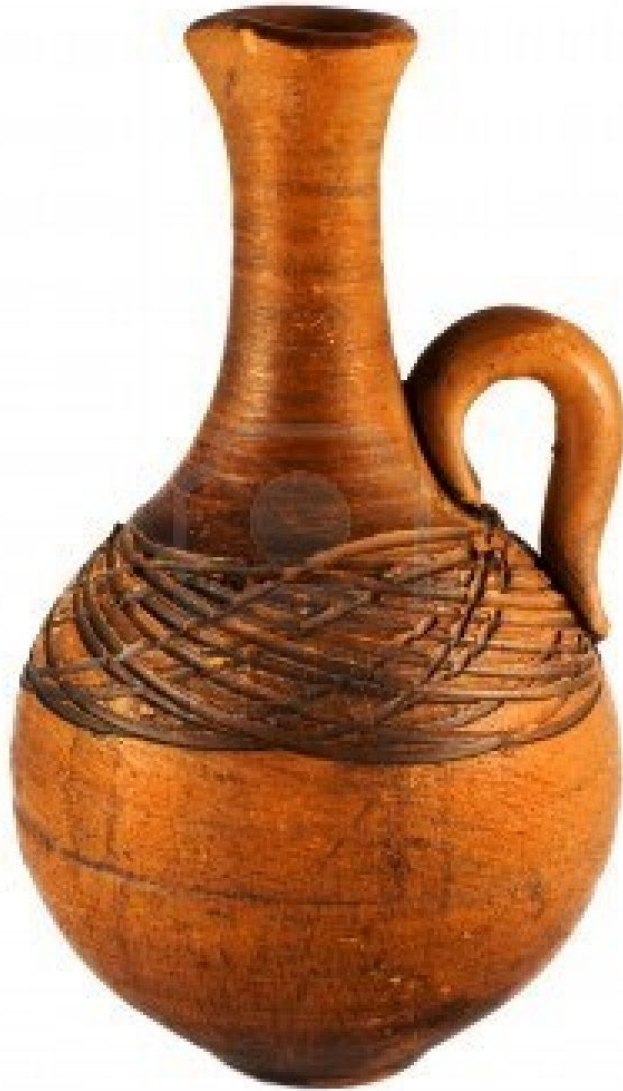


Eficiencia en línea



EL ESCENARIO

...de los envases



Almacenar / contener

Proteger / conservar

Transportar

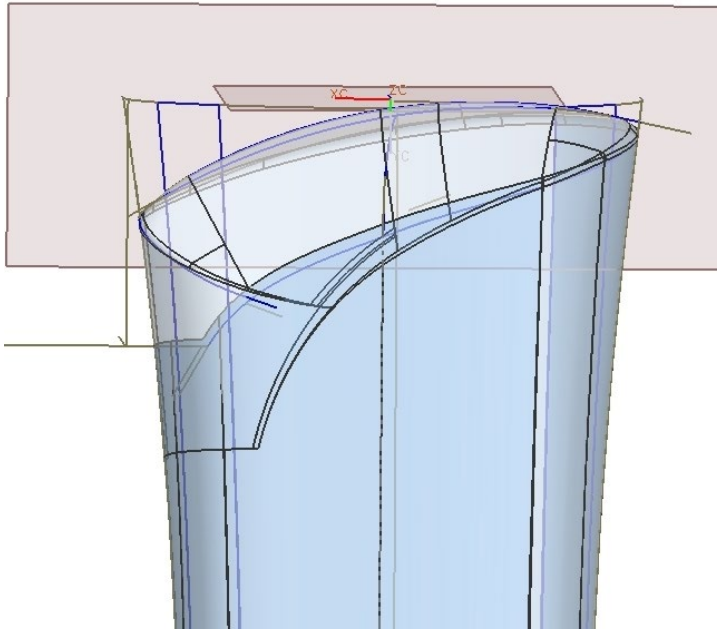
Dispensar

Comunicar



Productos
diseñados

Experiencias
diseñadas



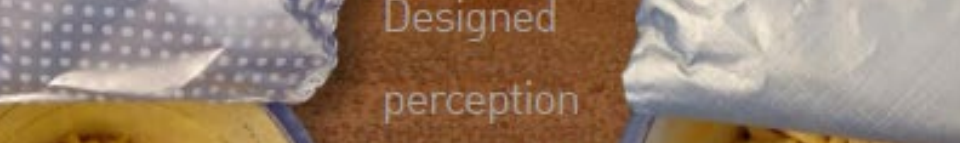


La persona

La ocasión





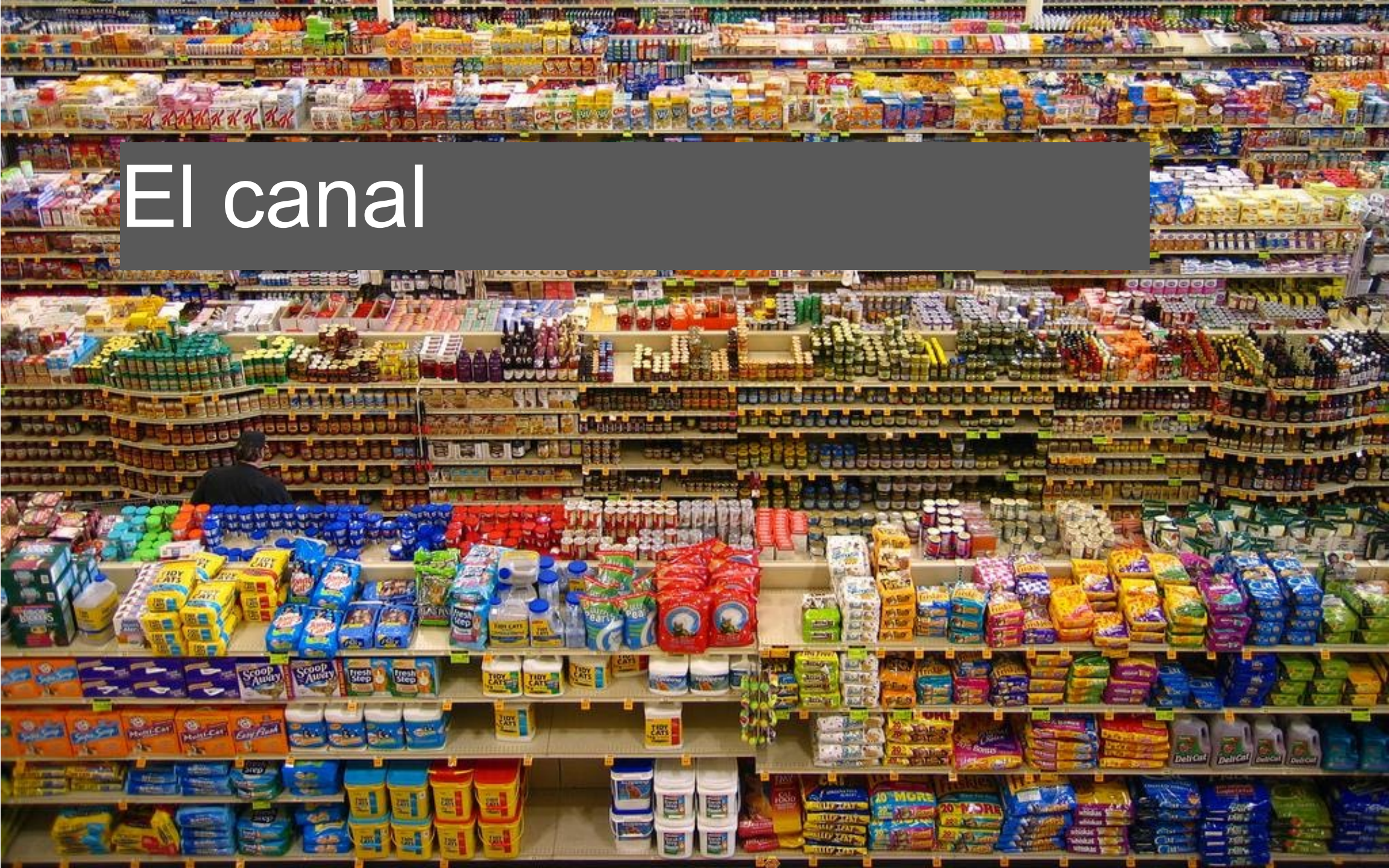


Designed perception



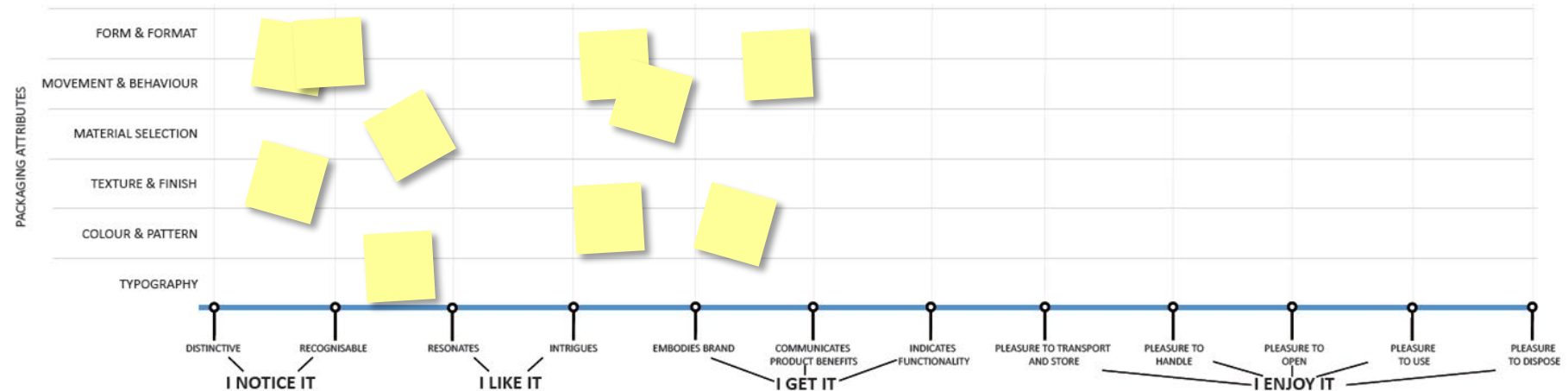




A photograph of a well-stocked supermarket aisle. The shelves are filled with a variety of products, including canned goods, snacks, and household items. In the foreground, there are several large bags of pet food (cat and dog) and boxes of pet supplies. The aisle is brightly lit, and the products are neatly arranged on the shelves. A person is visible in the background, standing near the end of the aisle.

El canal

El recorrido del comprador







...y si cambia?

Detrás de escena

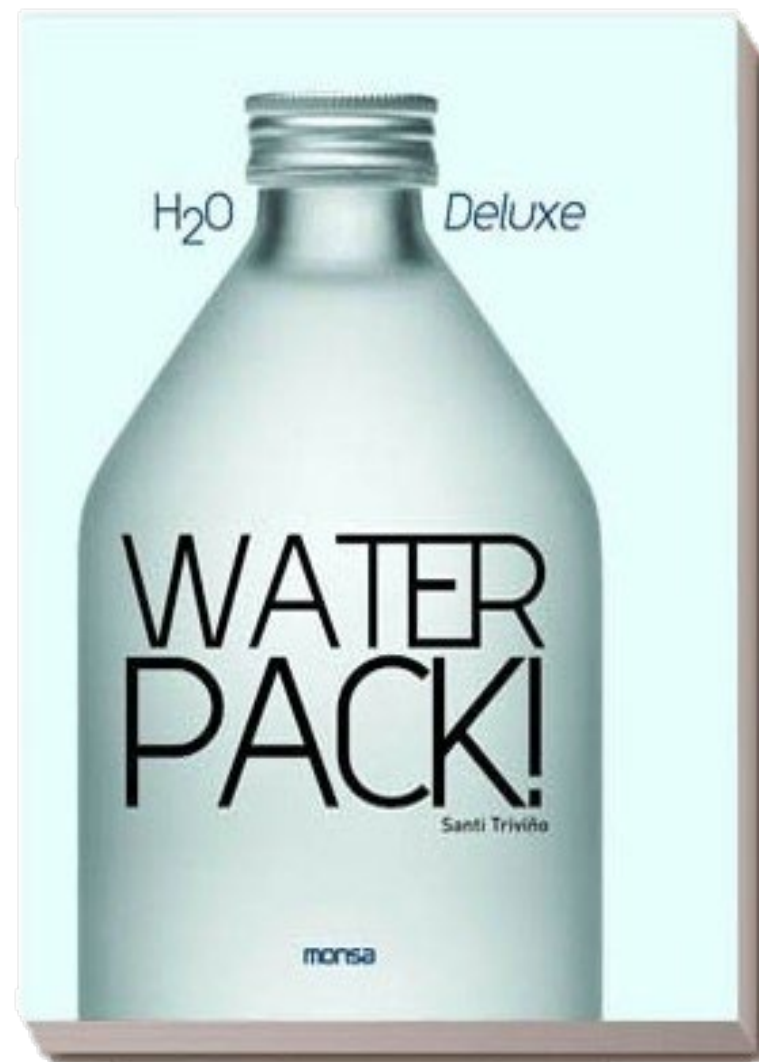
Packaing como Sistema



+



=





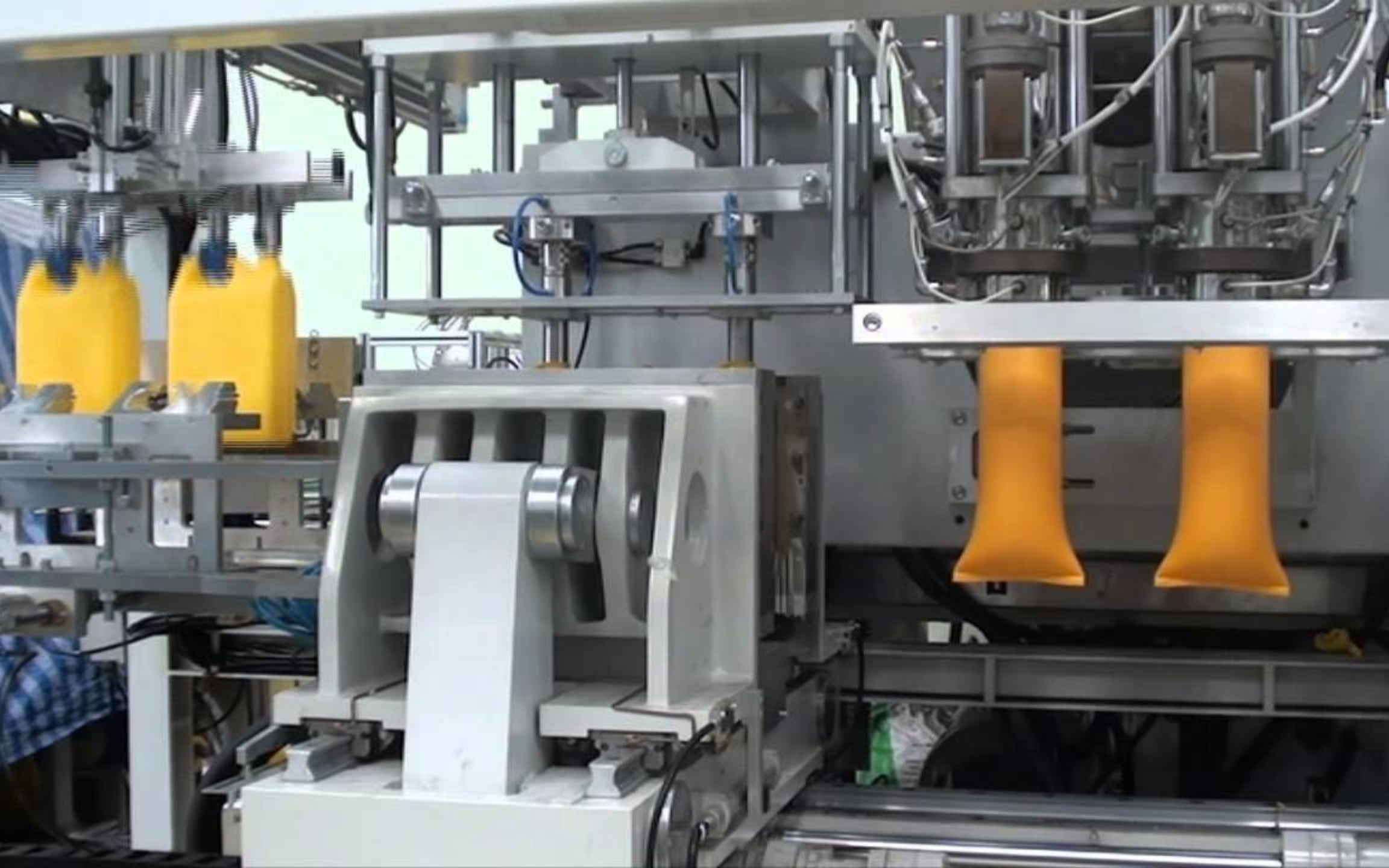






























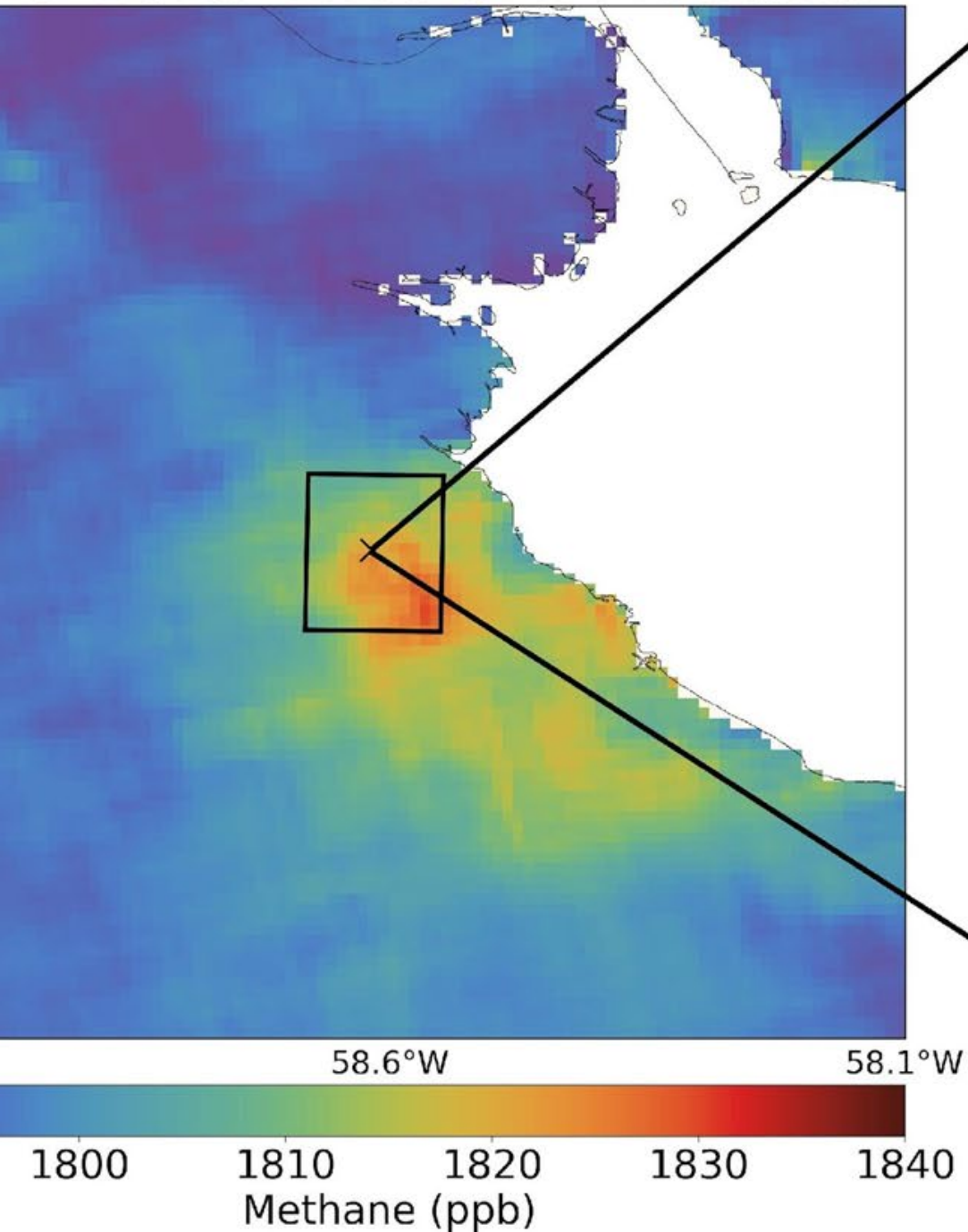








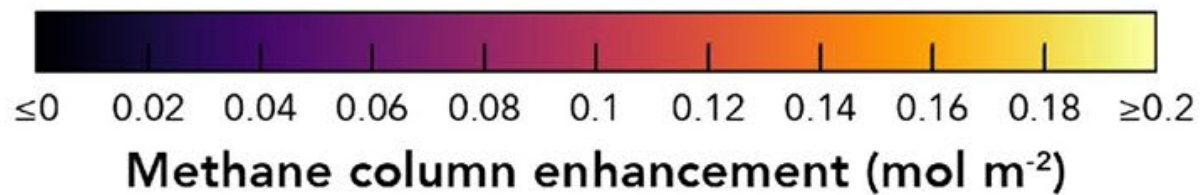
18-2019 TROPOMI Methane

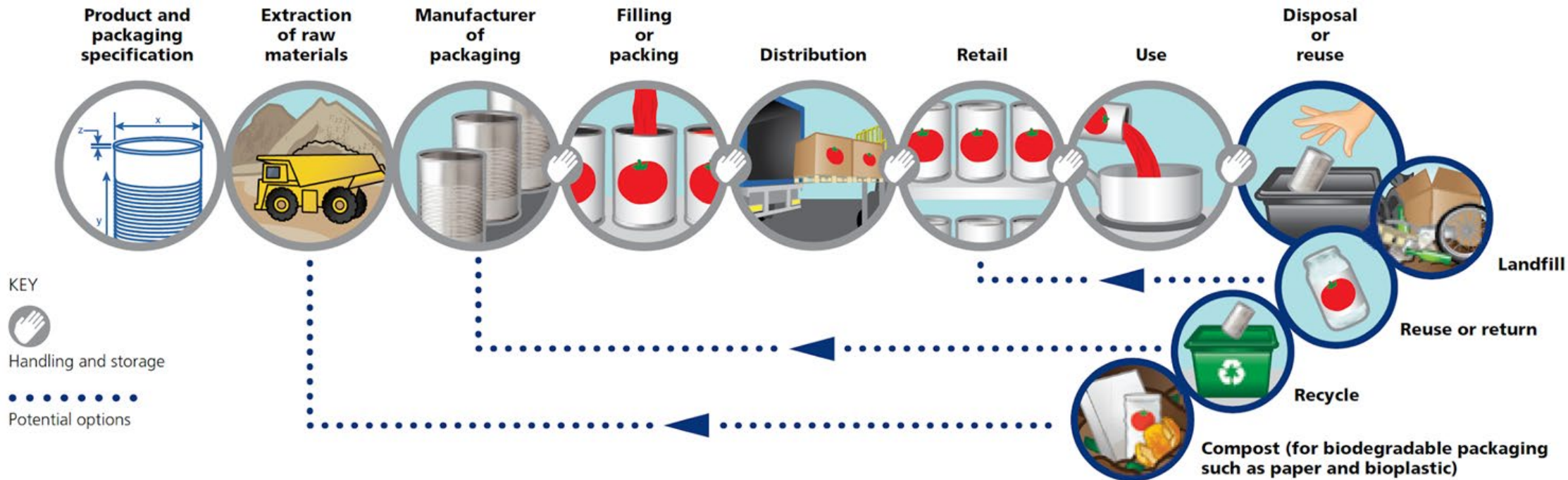


GHGSat on April 19, 2021



Background imagery ©2022 Google





Localizar la fugaS



Es el presupuesto.
Problema es quién
financia la transición



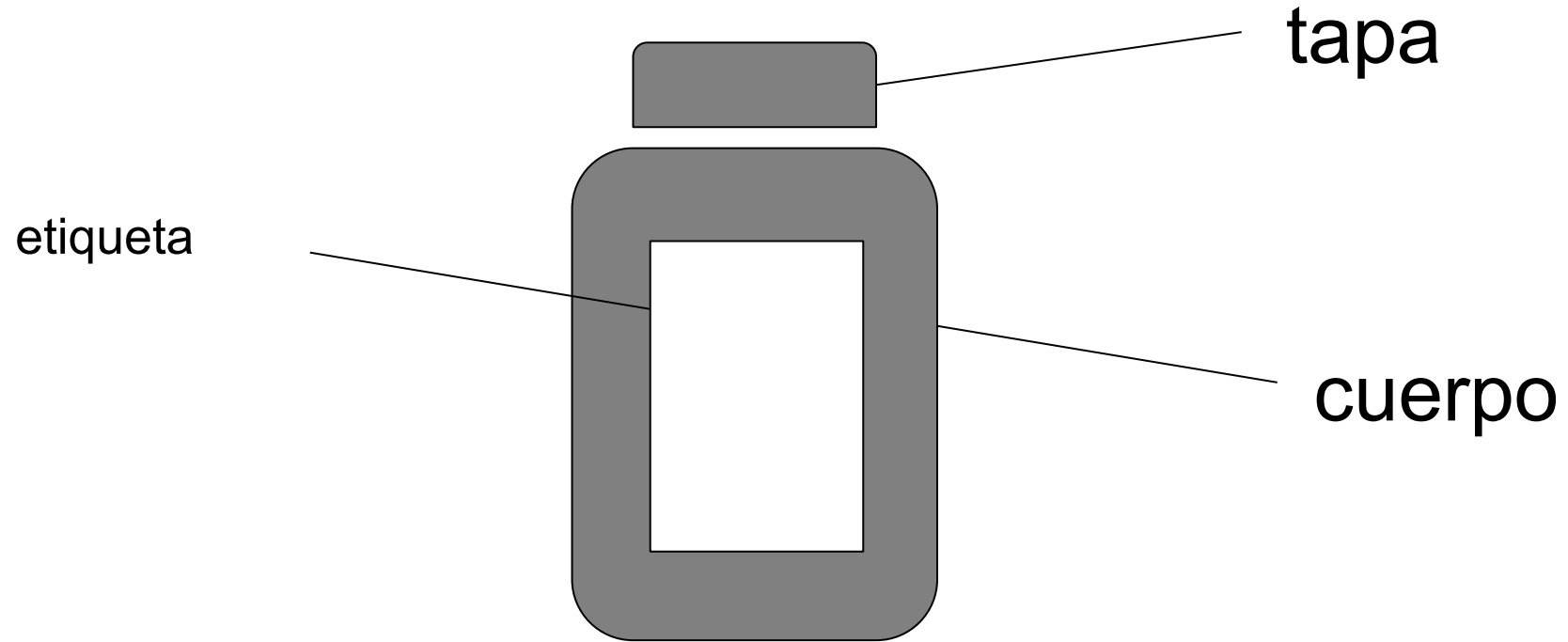


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La Anatomía de un Envase



La Anatomía de un Envase

