



# UPDATE THE MORTON SALT ACTION MELT PACKAGING.



Construction too flimsy for stacking.

Difficult to grip.



Handle is too small for the average user.

While Interning at Kornick Lindsay I had the opportunity to design the new Action Melt packaging for Morton Salt.

This was a redesign of their existing packaging. The existing container had several issues that we were targeting to fix. The handle was too small for the average user, especially when wearing winter gloves. If two hands are needed to handle the container there is no place

## A WINTER PRODUCT SHOULD BE SUITED FOR WINTER USE.

to grip with the second hand. There were issues concerning stackability for store display. Also the container lacked identity. The same off-the-shelf container was used by many other brands.

