

INNOVATION PROJECT 2014



Sorting guide & instructions for the sorting systems

Mobile application

What's in the app?

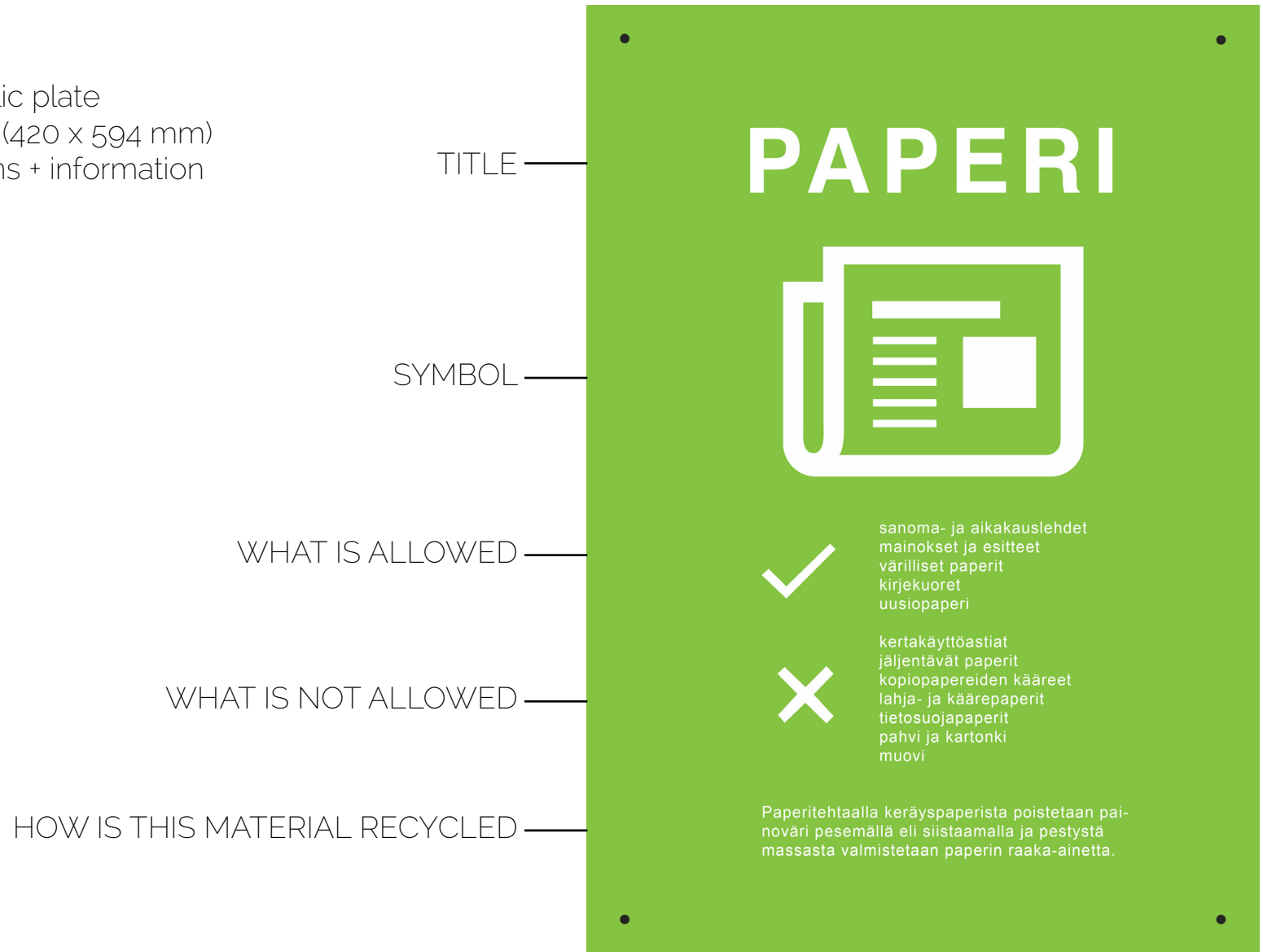
- product bar code reader
- map / locations of the nearest sorting stations
- recycling statistics
- "Lajitteluapuri" (information)



Instruction boards for existing waste units

Instruction boards:

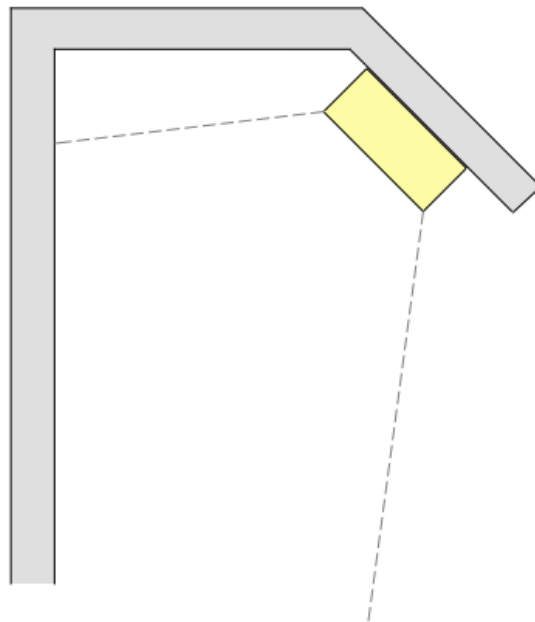
- printed on thin metal or acrylic plate
- size approximately A2 paper (420 x 594 mm)
- contains recycling instructions + information



Instruction boards for existing waste units

- board is ready to be screwed to the shed's wall
- it has LED-lighting attached

SIDE PROFILE



Instruction boards for existing waste units

- can also be scaled down to stickers and thus attached to bins




Marketing ideas for new visual identity

I&T

NEW GRAPHISM

PAPERI



KYLLÄ

- sanoma- ja aikakauslehdet
- mainokset ja esitteet
- värilliset paperit
- kirjekuoret
- uusiopaperi

EI

- kertakäyttöastiat
- jäljentävät paperit
- kopiopapereiden kääreet
- lahja- ja käärepaperit
- tietosuojapaperit
- pahvi ja kartonki
- muovi

I&T

NEW GRAPHISM

BIO



KYLLÄ

- elintarvikkeet
- suodatinpaperit poroineen
- talouspaperit ja paperiset lautaslinat
- munakennot
- kasvit mulineen
- puiset aterimet ja hammastikut
- muut kompostoituvat jätteet

EI

- muovipussit ja -pakkaukset
- metallipakkaukset
- foliot
- nestemäiset jätteet
- tupakentumpit
- imurin pölypussit
- jää

I&T

NEW GRAPHISM

BIO	PAPERI	PAPERI	SEKA
			
METALLI	MUOVI	PAHVI	LASI
			

Marketing ideas for new visual identity



Final concept

VISUAL IDENTITY

symbols & colors

BIGGER, MORE FUTURISTIC CONCEPTS

product labeling

home bin system

monitor/screen to future's sorting unit

SMALLER, 'DOABLE' CONCEPTS

mobile application

information boards to existing units

marketing ideas

Challenges of the week

Designing the app

Cooperation with the other L&T group

Visualisations