



店頭ポスター。屋外で楽しむ商品を作るコールマンにとって、リサイクルは当然考えるべき議題。このポスターは、実際の余った段ボールの裏面に、クラフト紙で作ったPost-it状の商品カタログが貼られていて(一商品につき、数十枚)極力無駄が出ないように考えてある。コピーは店員さんによる手書き、コールマンロゴはハンコで押される。

Store poster. Recycling is a subject for discussion of course to think about for Coleman that goods to enjoy in the open air are made. The Post-it-shaped goods catalog made of the craft paper on the back of the corrugated cardboard that reality was left is being put, and this poster isn't thought a (it is attached to 1 goods, several sheets) extreme power waste to appear. Handwriting by the salesclerk, colemanlogo are pushed with stamp to the copy.