

Social phenomenon



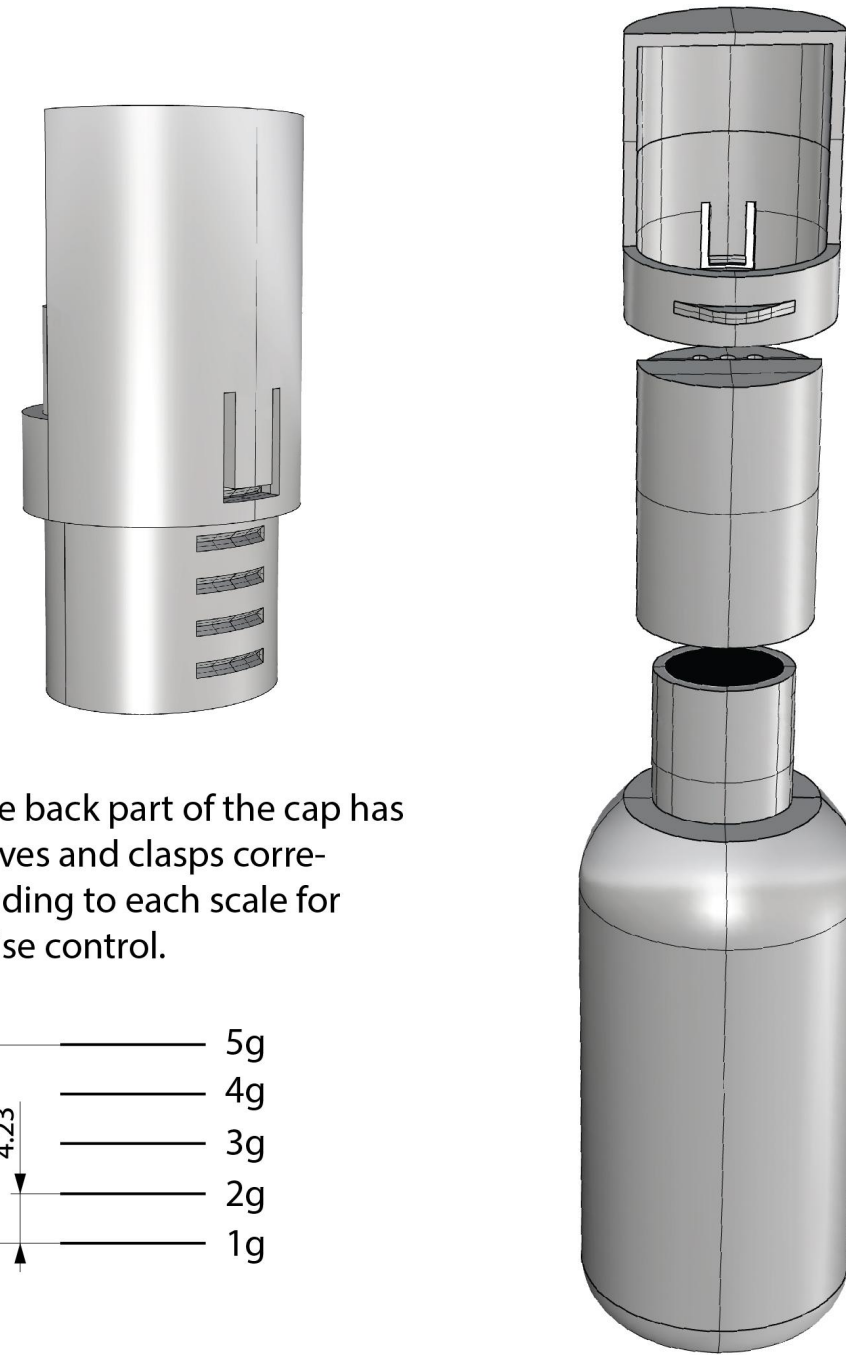
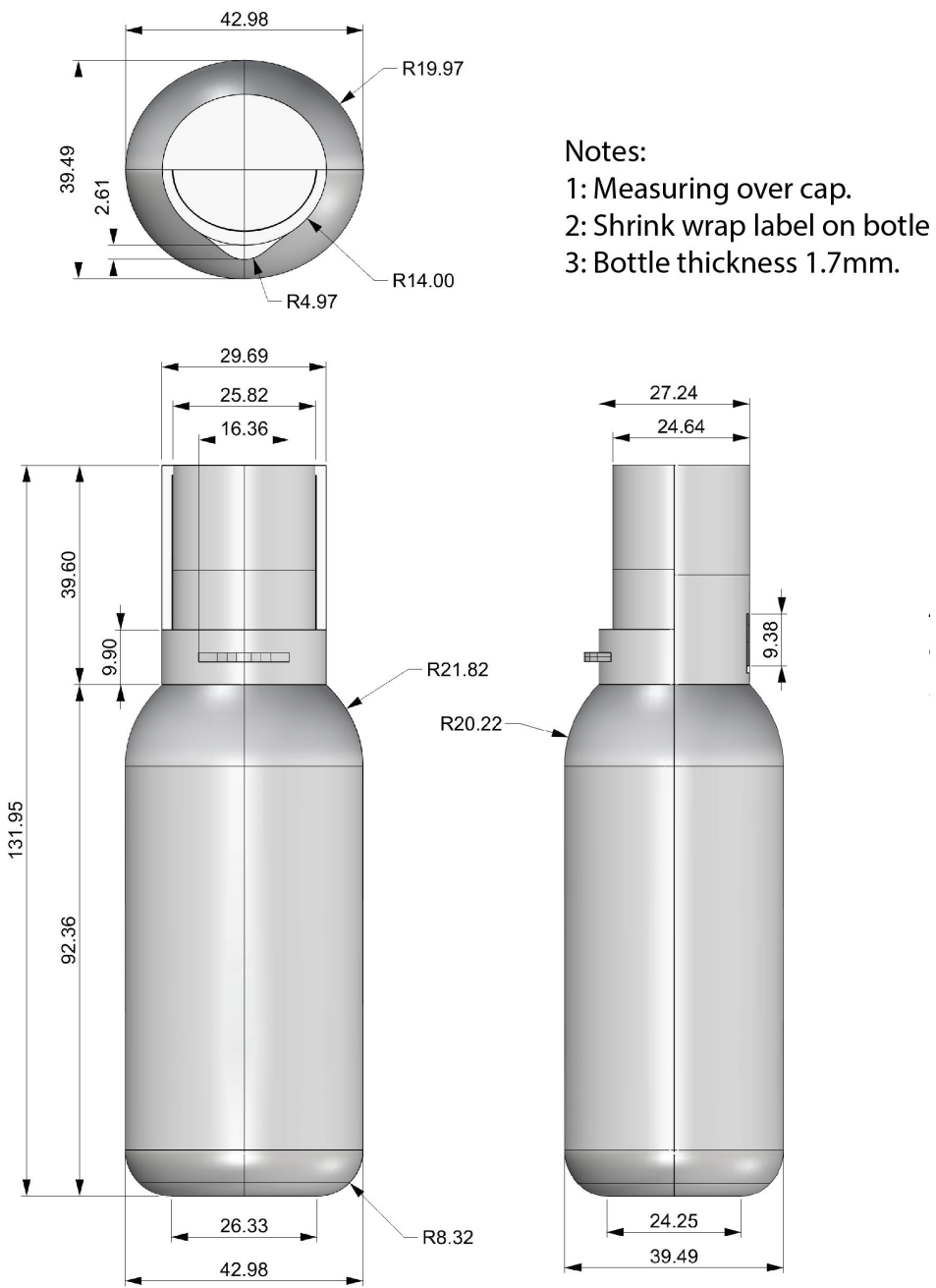
The design was inspired by the practical needs of cooking, especially the beginner's quest for the exact amount of salt in the cooking process. Ordinary salt spoon can not accurately control the desired amount of salt which may make the cooking salty or weak. Gaining insights into user needs, the Morton brand successfully meets the user's expectations for fine control of salt use, making cooking easier, more accurate and healthier.



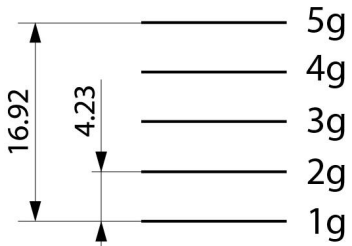
Product advantage

- 1.1 to 5 grams of salt can be measured
2. Easy to operate, the whole process can be quickly completed with one hand
3. Small size, uncluttered and smooth appearance
4. The package can be refilled and reused
5. The transparent design at the bottom of the product can clearly show the product volume, hinting the user to refill in time

Product size and exploded diagram



4: The back part of the cap has grooves and clasps corresponding to each scale for precise control.



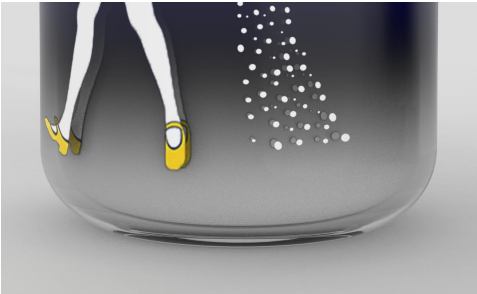
Introduction of product surface patterns



The main motif is Morton Salt Girl, the iconic image of the Morton salt industry, symbolizing the proverb and slogan: "When It Rains It Pours"

The introduction of the quality of sea salt products and the scope of use

With the introduction of the packaging's measurable characteristics and health background, the slogan of health in measure calls on consumers to pay attention to health while enjoying delicious food



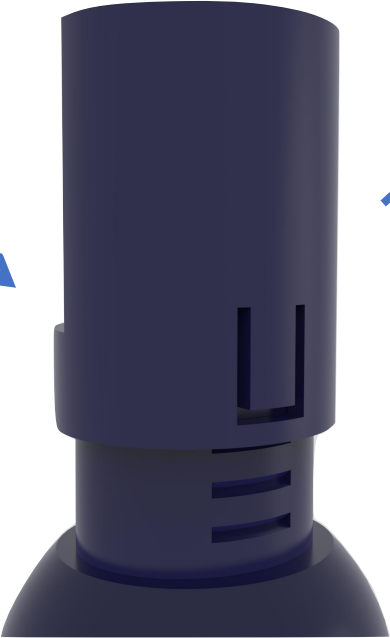
The salt grain is illustrated on the transparent label to create a visual fusion with the salt leaking out of the bottle, creating an interesting visual effect, as if the girl is walking in a pile of spilled salt

Bottle body recycling standards

Operation process



1. Push the cap forward to the desired scale (oval mouth avoids lateral displacement when sliding)



2. Wait until the buckle closes



3. Tilt the bottle downward and shake gently, so that the salt fully fills the container until the height no longer increases

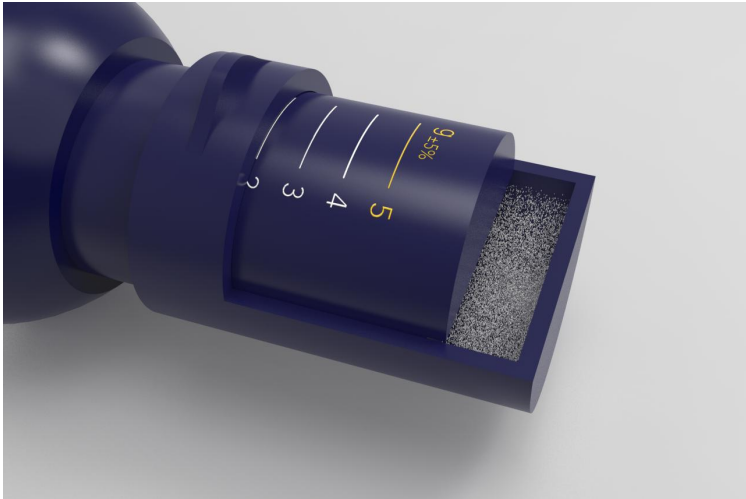


4. Turn the bottle slightly to one side to remove all the salt from the container

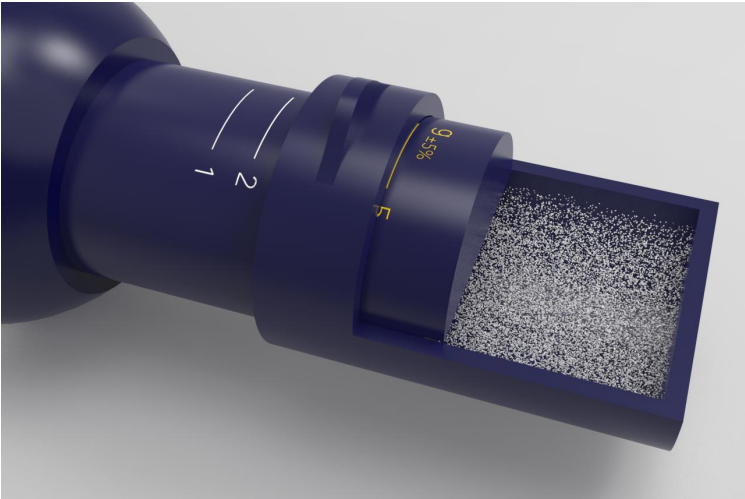
Gram-specific state



1g

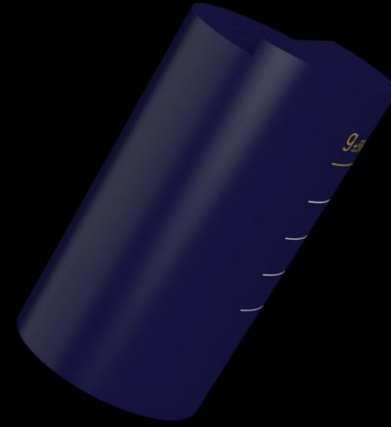


2g



5g





The inner cap (with a graduated scale) is pulled out from the mouth of the bottle to expose a large area of the mouth for easier refills

The refilling feature of the measurable salt shaker allows user to reuse it, making frequent replacement unnecessary. User is guided to raise environmental awareness and promote a sustainable lifestyle

