



**Properties list:**

ready to use  
end-user packaging  
single product  
new product  
pouch  
polylaminated  
metallic  
contemporary  
identity by typography

From Japanese-based design firm Taku Satoh, comes this super simple packaging for Sakuma Confectionery Co. What is actually in the thin, tube-like packages is a bit of a mystery, made more intriguing by the puzzle around the significance of the numbers branded across the front. Of course, there are theories: fruit drops flavored like strawberry milk are the presumed contents, which the numbers are said to signify. As the hypothesis goes, when spoken in Japanese, 1-5-3-6-9 sounds like ichigo miruku, which means "that's right" strawberry milk. Whatever its true meaning, Sakuma Confectionery Co.'s simple, intriguing packaging is a cool piece of work that can be appreciated for its design alone.

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**Reference:** <http://www.tsdo.jp>

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**Credits:**

**Country:** Japan

**Year:** 2006

**Agency:** Taku Satoh

**User:** Sakuma Confectionery

**Designers:** Taku Satoh and Yusei Sone

Other images:

