

# PENNETTE RIGATE

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## Properties list:

tactile packaging  
product accessibility  
end-user packaging  
range of products  
pasta, rice and grains  
concept  
dispensing systems  
opening and closure systems  
folding carton  
cardboard and paper  
minimal  
textured  
identity by shape  
photo to describe

Packaging for Italian "pennette rigate" and other kind of short pasta. Key-words of this solution are simplicity and comfort. The opening system becomes intuitively a small tray which helps the user in pouring the product; the package then can be easily reclosed. The stretched shape makes the container ergonomic and easy to stock.

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## Reference:

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### Credits:

**Country:** Italy

**Year:** 2008

**School:** Politecnico di Milano, School of Design (Milan, Italy)

**Course:** Workshop 2008-2009, Communication Design Bachelor Degree

**Lecturers:** Valeria Bucchetti, Giuseppe Meana with Erik Ciravegna and Sara Sanvito

**Partnership:** ProCarton Italia

**Students:** Giuseppe Ripa, Simone Tomasi, Diego Vigarani, Camilla Zanon

Other images:

