

# CARAMELLE ALLE ERBE

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## Properties list:

- product accessibility
- end-user packaging
- single product
- concept
- confectionery and sweetness
- folding carton
- cardboard and paper
- natural
- eco-friendly
- rough
- identity by shape
- photo to describe

Packaging for herbs candies ("caramelle alle erbe" in Italian). The solution was developed starting from the analysis of the product characteristics: in particular the fact that these candies are sticky and they paste themselves one on another. The container, economical and essential in its cubical form, was then designed inserting four thin paper sheets, glossy and opportunely folded, which keep separated the rows of candies. The form and the surface treatments of the opening system elements help, visually and tactilely, the user in accessing to the product. Besides, the "milling" effect on the surface also reminds the candies aspects.

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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

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Other images:

