

# GINEVRINE

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## Properties list:

- reusability
- information about use
- product accessibility
- information accessibility
- end-user packaging
- single product
- concept
- confectionery and sweetness
- folding carton
- cardboard and paper
- identity by shape
- photo to describe
- instruction through illustration

Packaging for flavoured pastels called "ginevrine". The packaging solution is a folding carton, which reminds the traditional paper sachet for candies. When the product is partially consumed, the container can be divided into two parts and becomes a re-closable sliding box.

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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:** Claudio Poli, Daniele Repetti, Claudio Savarola

Other images:

