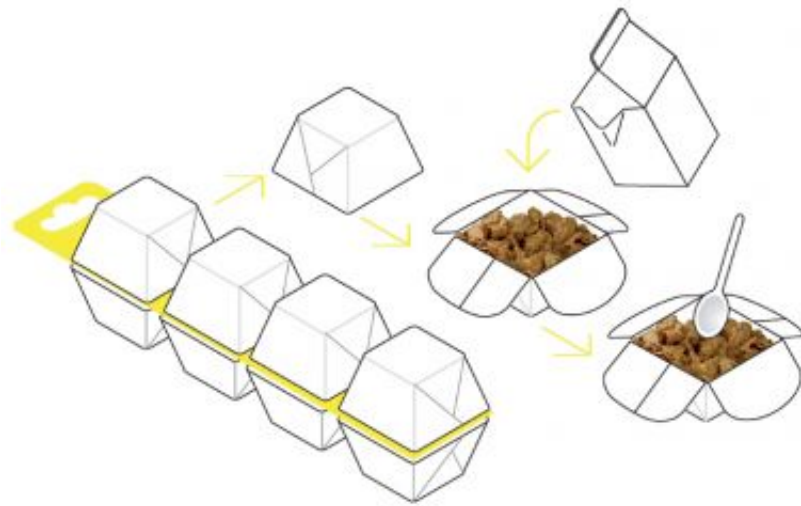


# CORNFLAKES

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## Properties list:

product accessibility  
end-user packaging  
single product  
concept  
pasta, rice and grains  
other shapes  
folding carton  
cardboard and paper  
textured  
rough  
identity by shape  
identity by modular structure  
tactile packaging  
carrying system  
ready to use  
unit dose packaging

Multi-dose and transportable packaging for cornflakes. The container is made of white folding carton with a polythene film, so that it is water-resistant and it allows the user to consume the product directly in the package. The external surface is rough, opaque, textured and embossed in order to render the tactile perception of cereals.

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**Reference:** [Bucchetti, Valeria, Packaging tra vista e tatto, Edizioni POLI.design, Milano 2007.](#)

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## Credits:

**Country:** Italy

**Year:** 2007

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

**Course:** Workshop "Packaging tra vista e tatto" 2006-2007, Communication Design Bachelor Degree

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

**Partnership:** ProCarton Italia

**Students:** Silvia Belleri, Laura Cattaneo, Manuel Colombo

Other images:

