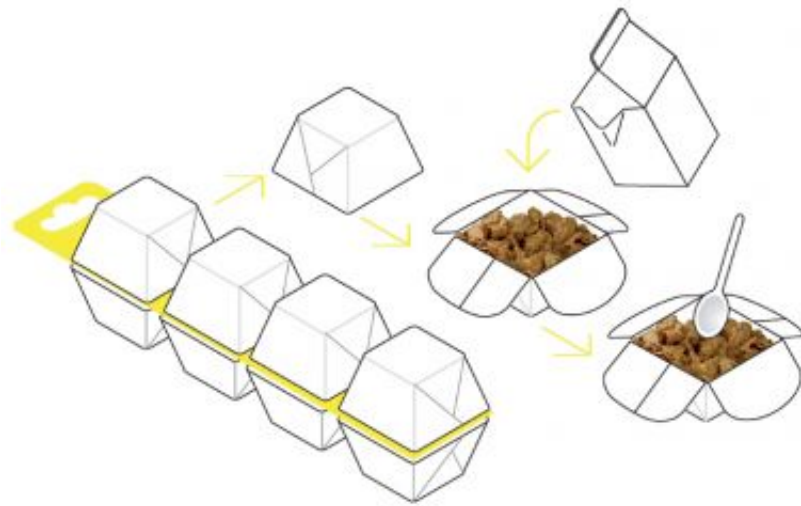


# CORNFLAKES

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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:

