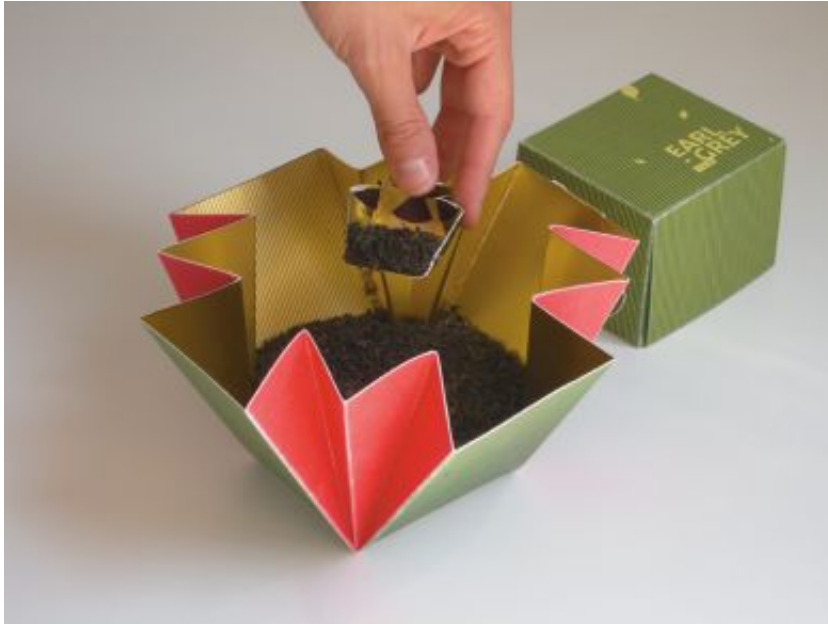


# EARL GREY TEA

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**Properties list:**  
tactile packaging  
cardboard and paper  
single product  
end-user packaging  
concept  
product accessibility  
coffee, tea and infusions  
folding carton  
metallic  
textured  
natural  
contemporary  
identity by colour  
additional structural elements  
identity by shape

The contrast between internal and external renders the double condition of tea as a dried leaf and as an infusion. The system of pleats allows the base to unclench itself at the opening of the box. A dosing device is obtained by cutting a part of the package itself and folding it.

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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)

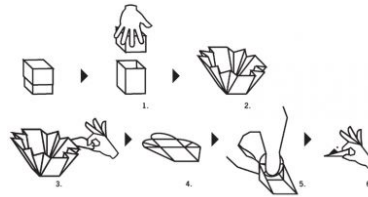
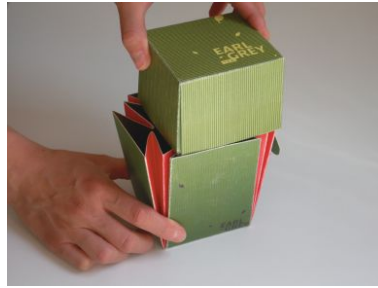
**Course:** Workshop "Packaging tra vista e tatto" 2006-2007, Communication Design Bachelor Degree

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

**Partnership:** ProCarton Italia

**Students:** Emanuele Bonetti, Loredana Bontempi, Emanuele Giuseppe Conti

Other images:



DIFFERENZIAMENTO  
\*INTERNO/ESTERNO



IMPIEGO DI  
\*DUE CARTE DIFFERENTI



\*AMPIA APERTURA

