

# ENGLISH BREAKFAST TEA

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## Properties list:

- tactile packaging
- product accessibility
- single product
- end-user packaging
- concept
- coffee, tea and infusions
- opening and closure systems
- dispensing systems
- folding carton
- cardboard and paper
- natural
- rough
- identity by shape

The project starts from the idea that tea leaves are a natural substance and a synesthetic mean. The package renders through its opaqueness and roughness the "sandy" effect of the product. The dosing system is a solution designed to solve the problems that other tea packages have while dispensing the product.

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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:** Diana Balzarini, Federico Bertoloni, Giulia Bertuzzo

Other images:

