

ENGLISH BREAKFAST TEA



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.

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

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

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Partnership: ProCarton Italia

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Other images:

