POT-POURRI ALL'ARANCIO



The product (orange pot-pourri) is divided into two single-dose containers, stackable in pile. Starting from the idea of the package as a dispenser, each structure has two "trays" which let the user to regulate the diffusion of the pot-pourri perfume. The surface treatments renders the product characteristics and communicate the position of the opening system.

Properties list:

unit dose packaging ready to use tactile packaging product accessibility end-user packaging single product concept homecare products opening and closure systems dispensing systems folding carton cardboard and paper natural rough die cut identity by shape identity by modular structure identity by system of colour identity by colour

Reference: V. Bucchetti, 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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