

# HATO SABLE

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## Properties list:

- pouch
- cardboard and paper
- historical, traditional
- translucent
- identity by shape
- identity by packing process
- confectionery and sweetness
- opening and closure systems
- unit dose packaging
- new product
- range of products
- end-user packaging

The illustration of this cute bird won't disappoint you: inside there are dove-shaped cookies. Each of those biscuits is sealed in a standardised bag package as an ancient way for food wrapping: easily handled by packaging machines and perfect to keep the products' aroma and taste as well as protecting them from germs, smell or humidity - nothing special in this common industrial technology. However, Japanese packaging designers have invented various modifications for you to not recognise the bag package as such anymore; the results are much more attractive than a plastic sachet.

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Reference: <http://www.morihachi.co.jp/index.html>

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Credits:

**Designer:**  
Morihachi

Other images: