

SATSUMA CHIEF



Properties list:

- unit dose packaging
- ready to use
- product accessibility
- end-user packaging
- single product
- new product
- confectionery and sweetness
- opening and closure systems
- additional structural elements
- flow-pack
- cardboard and paper
- historical, traditional
- identity by shape
- identity by illustration

This product is a small cake with sweet potato by the confectionary Tsuruyahachiman in cardboard and paper Osaka.

The stages of unfolding can be so exciting if done step by step. The structure shown is used quite often: the amply longer end of the bag is folded by placing a fastener between the layers. When tying the fastener towards the back, the shape of the whole package changes. Opening this packaging is easy specially for the particular properties of the material that it's made of. If the consumer want to consume all the product can easily access at the product

but in case the consumer doesn't want to consume all the product can close the pack by using the metallic foil on the top of the bag. This type of closure permit to conserve better and longer the essence of the product conserved inside.

Reference: <http://pingmag.jp/2007/08/31/japanese-packaging-design-series-1-gifted-with-beauty/> ,
<http://www.tsuruyahachiman.co.jp/index.html>

Credits:

Country: Japan

Year: 2007

Producer: Tsuruyahachiman

Other images:

