



Properties list:

end-user packaging
product accessibility
single product
concept
pasta, rice and grains
opening and closure systems
unusual structural association
folding carton
cardboard and paper
identity by shape

Iisi is an extremely simple and functional package. Opening is easy and the place where the package should be opened is clearly marked. After opening, Iisi can also be easily closed. Iisi commendably utilises the flexibility of carton. Iisi's triangular shape decreases the need to use force when handling the package and simultaneously forms a spout at the front edge of the package. Iisi is well suited for flour, muesli, bran and rice.

Reference: <http://www.packlab.eu/?p=644> <http://www.packlab.eu/?cat=70>

Credits:

Country: Finland

Year: 2009

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Awards: Easy To Open Invention Competition 1st Prize

Packaging Mid Sweden Award, 2009

Other images: