

SQUEEZEASE



Properties list:

concept
product accessibility
tube
cardboard and paper
identity by shape

"The squeezable tube has a simple and efficient shape and is convenient to use. A wide array of possible applications, suitable for foodstuffs and personal care products (creams, shampoos). Offers an ample printing surface compared to tubes made from other materials. Scalability gives rise to several applications areas. Easy to implement, could be used even on existing filling liners. The paperboard package equipped with a plastic top replaces plastic and metal tubes. Suitable for use in existing systems."

Reference: <http://www.packlab.eu> <http://www.storaenso.com/products/packaging/consumer-board/in-focus/fopda/Pages/honourable-mention-2008.aspx>

Credits:

Country: Finland

Year: 2008

School: Lahti University of Applied Sciences, Institute of Design, PACKLAB (Lahti, Finland)

Designers: Juhno-Pekka Virtanen, Matti Pärssinen

Award: Food Packaging Design Awards 2008 - Honourable mention

Other images: