

# SQUEEZEASE

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## 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."

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

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## Credits:

**Country:** Finland

**Year:** 2008

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**Award:** Food Packaging Design Awards 2008 - Honourable mention

Other images: