

NUTELLA TUBE



Properties list:

plastics
contemporary
identity by shape
unusual structural association
snacks
concept
tube
identity by typography
identity by colour

The historical Pelican 400g and 750g package becomes a squeezable tube with a reclosable cap. This packaging solution increases the service for the consumer simplifying the spreading of the cream on the bread, without the help of any dedicated tool.

The label is conceived in relation to the shape of the package, adapting its form to the tube, with a process of simplification. Frontally it appears only the name of the product and all the information for the consumer are located on the back. At the base of the project, a new shape for the packaging, the service for the consumer (spreading the cream easily and quickly, while the hands remain clean) and the study for an ergonomic seizing.

Reference: [Rassegna dell'imballaggio, n°4 - March 2006](#)

Credits:

Country: Italy

Year: 2006

Designers: Fabrizia Forlati, Emanuela Incarbone, Silvia Massaro, Susanna Scaraffia

Other images: