

DAL COLLE IL PANETTONE

Properties list:



Structural modification for the packages of Pandori and Panettone trademarked Dal Colle. Shape, graphics and opening system have been redesigned by FutureBrand Gio Rossi, with technical partners Cartografica Veneta, transforming the classic "domed" packaging into an unusual cube shape with a strong visual shelf impact. The new shape makes for easier stacking and reduces bulk, saving space at every phase of transport and storage. The packaging is equipped with a small pull-tab ribbon which enables top opening and makes the box easy to use again.

Reference: http://www.italiainballaggio.it/italiainballaggio/01_02_06/sezioni/02_oscar/art1_oscar.html

Credits:

Country: Italy

Year: 2005

Agency: FutureBrand

User: Dal Colle

Producer: Cartografica Veneta

Award: Oscar dell'iballaggio - Sezione Speciale Comunicazione, 2006

Other images: