

# BREF WC FRESHSURFER

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## Properties list:

- end-user packaging
- range of products
- new product
- homecare products
- other shapes
- plastics
- playful
- ironic
- identity by shape
- identity by colour

The Henkel sub-brand Bref meets the Italian design and creativity of Alessi to create ?FreshSurfer?, an original and truly amusing toilet freshener, with a surfer trying out his board. Created by Miriam Mirri, this object integrates packaging and function, technology and style.

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Reference: <http://www.miriammirri.it> ,  
[http://www.italiainballaggio.it/italiainballaggio/01\\_02\\_06/sezioni/02\\_oscar/art1\\_oscar.html](http://www.italiainballaggio.it/italiainballaggio/01_02_06/sezioni/02_oscar/art1_oscar.html)

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## Credits:

**Country:** Italy

**Year:** 2005

**User:** Henkel

**Producer:** Alessi

**Designer:** Miriam Mirri

**Award:** Oscar d  
ell'Imballaggio 1st  
place "Packaging per i  
prodotti chimici e per  
la casa", 2006, Italy

Other images:

