

BRAILLE PACK LATTE MARINELLA



Properties list:
design for all
information accessibility
tactile packaging
end-user packaging
range of products
update
milk
gable top
polylaminated
debossed, embossed

For some time Tenuta di Marinella had wanted to introduce consumer information in Braille on its packs for milk, thus letting consumers with impaired sight to recognise the company via a suitable system of signs. In 2003, the European Year of the Disabled offered the chance to realise this ambitious project. Having contacted the Unione Ciechi (Association of the Blind) in La Spezia and checked the technical details with Italpack Cartons (responsible for production), the initiative took shape and has resulted in the production of Braille Pack.

This is a gable top container for liquid food made from bi-polythene coated board or polylaminated board using aluminium and/or EVOH, coming in sizes 250-5000 ml; the Braille text (applied in line thanks to male and female punching) describes the contents just like traditional writing, thus increasing the people reached by consumer information.

Reference: <http://www.araliguria.it/lattemarabella.html> ,
http://www.italiainballaggio.it/italiainballaggio/07_08_05/sezioni/02_oscar/art1_oscar.html

Credits:

Country: Italy

Year: 2005

User: Latte Marinella

Producer: Italpack Cartons

Award: Oscar dell'Imballaggio 1st prize "Contenuto di Servizio", 2005, Italy

Other images: