

# TSURETETTE-KUN (MR. TAKEMEWITHYOU)

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Properties list:

- toy packaging
- carrying system
- teens
- kids
- end-user packaging
- range of products
- new product
- folding carton
- snacks
- playful
- cardboard and paper
- unusual visual association
- illustrated character
- identity by colour

Pretz is a famous Japanese snack made by Ezaki Glico. Pretz packages are now becoming "Tzuretette-kun" (in Japanese means "Mr. Takemewithyou"): a package that looks like an animal and can be kept and attached to the edge of girls' bags, thanks to its paper hands.

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Reference: <http://www.glico.co.jp/en>

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## Credits:

**Country:** Japan

**Year:** 2010

**User:** Ezaki Glico

Other images:

