

LINDT CHOCOLATE CREAM



Properties list:

- single product
- end-user packaging
- new product
- confectionery and sweetness
- chocolate
- opening and closure systems
- tube
- plastics
- contemporary
- identity by colour

This packaging is in the shape of a colour tube; the product itself, a chocolate cream, participates in recreating the sensation of being oil paint. The product is accessible simply by removing the top and squeezing the main body of the packaging, like a real color tube.

Reference: <http://www.lindt.com>

Credits:

Country: Switzerland

User: Lindt & Sprüngli

Other images: