TAC CAT



Properties list:

carrying system pets end-user packaging single product concept other food opening and closure systems bag contemporary plastics identity by shape

The Tac-Cat Packaging is an update product. The main feature is the convenience in transportation and delivery, which adds a new gesture.

The packagings measures are 20x12x30 cm, and it's made of PVC, with side seams, and plastic snap opening.

It's a 2Kg pack and allows a double way of using it, in addition to the traditional (lying horizzontally) it can be hanged vertically on any piece of furniture in the house. The taste variations are made recognizable by the colour treatment of the case.

Reference:

Credits:

Country: Italy Year: 2011 School: Politecnico di Milano, School of Design (Milan, Italy)

Course: Packaging Design 2011, Master Degree

Lecturers: Valeria Bucchetti, with Erik Ciravegna, Sara S anvito

Students:Cirincione Bruna, Lillo Marialuisa, Mangiameli Ja copo, Sinigaglia Silvia, Suglia Mariolina

Other images:



