

# BOROTALCO POCKET SQUEEZABLE PACK

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## Properties list:

refill system  
end-user packaging  
single product  
concept  
cosmetics, beauty and toiletries  
opening and closure systems  
other shapes  
plastics  
identity by shape  
unusual structural association  
identity by colour



Travel package for talc easy to carry and charge as an alternative to the current formats in which this product is sold today.

Innovative pack: soft, water-resistant and squeezable. The pocket package is the same size of a credit card and can be refilled sixteen times with the talc powder contained in the usual 500g tin box.

Project developed for the international student competition "Remarkable Packagings & Alternatives" within the "Emballage" packaging exhibition (Paris, November 19-22, 2012).

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Reference:

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Credits:

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**Country:** Italy

**Year:** 2012

**School:** Politecnico di Milano, School of Design (Milan, Italy)

**Course:** Packaging Design 2012, Master Degree

**Lecturers:** Valeria Bucchetti, Erik Ciravegna, with Deborha DaDegan

**Students:** Federico Assi, Claudio Calì, Anna Diekmann, Alice Tezzi

Other images:

