

BOROTALCO POCKET SQUEEZABLE PACK

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).

Reference:

Credits:

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

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Other images:

