

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:

