

## Properties list:

- reusability
- refill system
- information about use
- product accessibility
- end-user packaging
- concept
- office and stationery
- additional structural elements
- jar and pot
- plastics
- debossed, embossed
- identity by modular structure
- instruction through pictograms
- identity by colour



Ri-Coccola uses a modular snap fit clamp. This allows the rechargeability and is also intuitive and sealing; being splittable, ricoccola allows the user to take one piece at the time, making the pack portable and smaller. Another feature is based on coccola's life: using one piece at the time, leaving the other one sealed, prevents the glue from drying. Instead of the brush there is a paddle. Being bigger, makes easier and more comfortable to apply the glue. It remains hidden in the top cap. The packaging can be reused and freely composed. If not, it has been studied for easy cleaning and recycling, its part are easy to split.

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

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

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

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Other images:

