

ORAL FIXATION MINT



Properties list:

- end-user packaging
- range of products
- new product
- confectionery and sweetness
- box
- metals
- contemporary
- debossed, embossed
- identity by shape
- identity by illustration
- identity by system of colour
- reusability

The brand produces eleven kinds of mint candies. On each pack there is a representative illustration, based on the flavour and on the colour of the box. To take a mint, you can easily slide the cover and when mints are over, the box can be refilled. The shape of the box is inspired to 1920s cigarette cases, they're made in brushed metal tins

Reference: <http://www.oralfix.com/>

Credits:

Country: USA

Year: 2002

Other images:

