



**Properties list:**  
end-user packaging  
single product  
new product  
cup  
logistic optimisation  
cardboard and paper

Seda International interprets new consumption trends combining a focus on the environment and an interest in aesthetics in their prize-winning container. The environmental benefits are summed up in the reduced weight of the packaging and in how easy it is to break it down for recycling purposes.

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**Reference:** [ItaliaImballaggio N.7-8 July-August 2007](#)

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**Credits:**

**Producer:** Seda International Packaging Group

**Awards:** Oscar Imballaggio 2007

Other images: