



Properties list:

- end-user packaging
- new product
- single product
- product accessibility
- disposable packaging
- pets
- folding carton
- blister-pack
- cardboard and paper
- polylaminated
- dispensing systems
- identity by shape
- pet care products

Promeris Animal Scale, Aluminium Blister. An innovatory (and "difficult" packaging) for a line of veterinary products: genesis and progression of a story that starts out with the agreement between the veterinary division of a pharmaceutical company of world standing - Wyeth - and an historic name in packaging, GB Gnudi Bruno.

Reference: [ItaliaImballaggio N.9 September 2007](#)

Credits:

Year: 2007

Agency: Food Doge Animal Health

Producer: Doge Animal Health SpA

Other images: