

FRUCTODENT



Properties list:

- end-user packaging
- single product
- labels and sleeves
- other shapes
- plastics
- mass-market
- smooth
- identity by system of colour
- cosmetics, beauty and toiletries
- new product
- identity by shape

Pagliari Sell System wanted to clad its new stand up toothpaste tube Fructodent with a graphics that guarantees maximum visibility, at the same time enabling insertion of all the information laid down by law. For this application a 45 micron PET sleeve was chosen to guarantee product brilliance. Sleeve application and shrinkage of the same are carried out on already packed products, after which a heatshrink tamper evident guarantee seal is applied to the flip top cap for greater consumer safety.

Reference: [ItaliaImballaggio N.1-2 January-February 2006](#)

Credits:

Year: 2006

Other images:

