

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:

