

**Properties list:**

ready to use
end-user packaging
single product
new product
pouch
polylaminated
metallic
contemporary
identity by typography

From Japanese-based design firm Taku Satoh, comes this super simple packaging for Sakuma Confectionery Co. What is actually in the thin, tube-like packages is a bit of a mystery, made more intriguing by the puzzle around the significance of the numbers branded across the front. Of course, there are theories: fruit drops flavored like strawberry milk are the presumed contents, which the numbers are said to signify. As the hypothesis goes, when spoken in Japanese, 1-5-3-6-9 sounds like ichigo miruku, which means that's right strawberry milk. Whatever its true meaning, Sakuma Confectionery Co.'s simple, intriguing packaging is a cool piece of work that can be appreciated for its design alone.

Reference: <http://www.tsdo.jp>

Credits:

Country: Japan

Year: 2006

Agency: Taku Satoh

User: Sakuma Confectionery

Designers: Taku Satoh and Yusei Sone

Other images:

