

# POT-POURRI ALLÂ ARANCIO

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## Properties list:

- unit dose packaging
- ready to use
- tactile packaging
- product accessibility
- end-user packaging
- single product
- concept
- homecare products
- opening and closure systems
- dispensing systems
- folding carton
- cardboard and paper
- natural
- soft
- rough
- die cut
- identity by shape
- identity by modular structure
- identity by system of colour
- identity by colour

The product (orange pot-pourri) is divided into two single-dose containers, stackable in pile. Starting from the idea of the package as a dispenser, each structure has two "trays" which let the user to regulate the diffusion of the pot-pourri perfume.

The surface treatments renders the product characteristics and communicate the position of the opening system.

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**Reference:** [V. Bucchetti, Packaging tra vista e tatto, Edizioni POLI.design, Milano 2007.](#)

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## Credits:

**Country:** Italy

**Year:** 2007

**School:** Politecnico di Milano, School of Design (Milan, Italy)

**Course:** Workshop "Packaging tra vista e tatto" 2006-2007, Communication Design Bachelor Degree

**Lecturers:** Valeria Bucchetti, Giuseppe Meana with Erik Ciravegna and Sara Sanvito

**Partnership:** ProCarton Italia

**Students:** Valeria Bianchi, Valentina Borroni

Other images:

