

PROFUMATORI PER CASSETTI



Properties list:

- ready to use
- product accessibility
- end-user packaging
- single product
- homecare products
- concept
- opening and closure systems
- dispensing systems
- tube
- cardboard and paper
- die cut
- identity by illustration
- identity by shape

Packaging for scented wooden balls. The structure of the container evokes the naturalness and the simplicity of the opening of a drawer: a carton tube sliding into another. The package, designed to be inserted directly in a drawer, renders the delicacy of the perfumed of the scented wooden balls.

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

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

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Other images: