



## Properties list:

ready to use  
product accessibility  
end-user packaging  
single product  
concept  
homecare products  
dispensing systems  
folding carton  
cardboard and paper  
textured  
soft  
smooth  
identity by shape  
identity by modular structure  
tactile packaging  
identity by abstract shapes

Packaging for 54 tablets of scented camphor. The triangular shape reminds the crystal structure of the content. The product is pre-measured, organized in 18 individually wrapped portions to facilitate their use. The tactile sensation of the product is evoked through the "soft-touch" surface of the package.

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

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## Credits:

**Country:** Italy

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

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

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**Partnership:** ProCarton Italia

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Other images:

