## **HATO SABLE**



## Properties list:

pouch
cardboard and paper
historical, traditional
translucent
identity by shape
identity by packing process
confectionery and sweetness
opening and closure systems
unit dose packaging
new product
range of products
end-user packaging

The illustration of this cute bird won't disappoint you: inside there are dove-shaped cookies. Each of those biscuits is sealed in a standardised bag package as an ancient way for food wrapping: easily handled by packaging machines and perfect to keep the products' aroma and taste as well as protecting them from germs, smell or humidity - nothing special in this common industrial technology. However, Japanese packaging designers have invented various modications for you to not recognise the bag package as such anymore; the results are much more attractive than a plastic sachet.

Reference: http://www.morihachi.co.jp/index.html

Credits:

**Designer:**Morihachi

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