## **SQUEEZEASE**



## Properties list:

concept product accessibility tube cardboard and paper identity by shape

"The squeezable tube has a simple and efficient shape and is convenient o use. A wide array of possible applications, suitable for foodstuffs and personal care products (creams, shampoos). Offers an ample printing surface compared to tubes made from other materials. Scalability gives rise to several applications areas. Easy to implement, could be used even on existing filling liners. The paperboard package equipped with a plastic top replaces plastic and metal tubes. Suitable for use in existing systems."

Reference: http://www.packlab.eu http://www.storaenso.com/products/packaging/consumer-board/in-

focus/fopda/Pages/honourable-mention-2008.aspx

Credits:

Country: Finland Year: 2008

School: Lahti University of Applied Sciences, Institute of Design, PACKLAB (Lahti, Finland)

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Award: Food Packaging Design Awards 2008 - Honourable mention

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