BREF WC FRESHSURFER



Properties list:

end-user packaging range of products new product homecare products other shapes plastics playful ironic identity by shape identity by colour

The Henkel sub-brand Bref meets the Italian design and creativity of Alessi to create ?FreshSurfer?, an original and truly amusing toilet freshener, with a surfer trying out his boar d. Created by Miriam Mirri, this object integrates packaging and function, technology and style.

Reference: http://www.miriammirri.it,

http://www.italiaimballaggio.it/italiaimballaggio/01_02_06/sezioni/02_oscar/art1_oscar.html

Credits:

Country: Italy Year: 2005 User: Henkel Producer: Alessi

Designer: Miriam Mirri

Award: Oscar d ell'Imballaggio 1st place "Packaging per i prodotti chimici e per la casa", 2006, Italy

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