

TAC CAT



Properties list:

- carrying system
- pets
- end-user packaging
- single product
- concept
- other food
- opening and closure systems
- bag
- contemporary
- plastics
- identity by shape

The Tac-Cat Packaging is an update product. The main feature is the convenience in transportation and delivery, which adds a new gesture.

The packaging's measures are 20x12x30 cm, and it's made of PVC, with side seams, and plastic snap opening.

It's a 2Kg pack and allows a double way of using it, in addition to the traditional (lying horizontally) it can be hanged vertically on any piece of furniture in the house.

The taste variations are made recognizable by the colour treatment of the case.

Reference:

Credits:

Country: Italy

Year: 2011

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

Course: Packaging Design 2011, Master Degree

Lecturers: Valeria Bucchetti, with Erik Ciravegna, Sara S
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Other images:

