

# BOROTALCO POCKET SQUEEZABLE PACK

---

## Properties list:

- refill system
- end-user packaging
- single product
- concept
- cosmetics, beauty and toiletries
- opening and closure systems
- other shapes
- plastics
- identity by shape
- unusual structural association
- identity by colour



Travel package for talc easy to carry and charge as an alternative to the current formats in which this product is sold today.

Innovative pack: soft, water-resistant and squeezable. The pocket package is the same size of a credit card and can be refilled sixteen times with the talc powder contained in the usual 500g tin box.

Project developed for the international student competition "Remarkable Packagings & Alternatives" within the "Emballage" packaging exhibition (Paris, November 19-22, 2012).

---

Reference:

---

Credits:

---

**Country:** Italy

**Year:** 2012

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

**Course:** Packaging Design 2012, Master Degree

**Lecturers:** Valeria Bucchetti, Erik Ciravegna, with Deborha DaDegan

**Students:** Federico Assi, Claudio Calì, Anna Diekmann, Alice Tezzi

Other images:

