## **OLIO SASSO TIN CONCEPT**



## Properties list:

product accessibility end-user packaging single product concept sauces and seasonings can and tin metals contemporary identity by modular structure identity by colour

The triangular base of the containe is shape designed to facilitate the use of the product: the narrow spout allows a greater control of the oil spill and the wider edge acts as an handle and it makes easier the hand-grip of the container during the oil's pour.

The triangular shape facilitates the grip of the container, that is quite heavy to lift by one hand when it is full.

The new package is easily stackable: the triangular shape and the flat surfaces allow to store more products each other, vertically and horizontally. The tin is totally made of aluminum.

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 DhDegan

Students: Francesco Cosentino, Valeria D' Alessandro, Silvia Grassi, Yunchen Zang

## Other images:











