CASA MODENA "AFFETTUOSI"



Compared to traditional trays the new packaging for the "Affettuosi" di Casa Modena transparent reduces packaging weight by up to 50%. The choice of the collapsable flexible pouch also reduces volume, whilist safeguarding the container's performance. The consumer doesn't alcohols and find a rigid tray but a practical-to-use flexible pouch which is collapsable and easy to reseal.

Properties list:

logistic optimisation
product accessibility
ready to use
update
single product
end-user packaging
wrapper
opening and closure systems
dispensing systems
cardboard and paper
plastics
transparent
identity by shape
alcohols and spirits
delicatessap

Reference: ItaliaImballaggio 7-8, Luglio-Agosto 2007

Credits:

Country: Italy Year: 2007

Awards: Winner of Oscar dell'Imballaggio

2007

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