



Properties list:
end-user packaging
single product
new product
cup
logistic optimisation
cardboard and paper

Seda International interprets new consumption trends combining a focus on the environment and an interest in aesthetics in their prize-winning container. The environmental benefits are summed up in the reduced weight of the packaging and in how easy it is to break it down for recycling purposes.

Reference: [ItaliaImballaggio N.7-8 July-August 2007](#)

Credits:

Producer: Seda International Packaging Group

Awards: Oscar Imballaggio 2007

Other images: