FRUCTODENT



Paglieri Sell System wanted to clad its new stand up thoothpaste tube Fructodent with a graphics that guarantees maximum visibility, at the same time enabling insertion of all the information laid down by law. For this application a 45 micron PET sleeve was chosen to guarantee product brillance. Sleeve application and shrinkage of the same are carried out on already packed products, after which a heatshrink tamper evident guarantee seal is applied to the flip top cap for greater consumer safety.

Properties list:

end-user packaging
single product
labels and sleeves
other shapes
plastics
mass-market
smooth
identity by system of colour
cosmetics, beauty and toiletries
new product
identity by shape

Reference: ItaliaImballaggio N.1-2 January-February 2006

Credits: Year: 2006

Other images:

