# SATSUMA CHIEF



Properties list:

unit dose packaging
ready to use
product accessibility
end-user packaging
single product
new product
confectionery and sweetness
opening and closure systems
additional structural elements
flow-pack
cardboard and paper
historical, traditional
identity by shape
identity by illustration

This product is a small cake with sweet potato by the confectionary Tsuruyahachiman in cardboard and paper Osaka.
The stages of unfolding can be so exciting if done step by step. The structure shown is used quite often: the amply longer end of the bag is folded by placing a fastener between the layers. When tying the fastener towards the back, the shape of the whole package changes.
Opening this pachaging is easy specially for the particular proprieties of the material that it's made of. If the consumer want to consume all the product can easily access at the product
but in case the consumer dosen't want to consume all the product can close the pack by using the metallic foil on the top of the bag. This type of closure permit to conserve better and longer the essence of the product conserved inside.

Reference: http://pingmag.jp/2007/08/31/japanese-packaging-design-series-1-gifted-with-beauty/ , http://www.turuyahatiman.co.jp/index.html

Credits:

**Country:** Japan
**Year:** 2007
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