TAC CAT



Properties list:

carrying system
pets
end-user packaging
single product
concept
other food
opening and closure systems
bag
contemporary
plastics
identity by shape

The Tac-Cat Packaging is an update product. The main feature is the convenience in transportation and delivery, which adds a new gesture.
The packagings measures are 20x12x30 cm, and it's made of PVC, with side seams, and plastic snap opening.
It's a 2Kg pack and allows a double way of using it, in addition to the traditional (lying horizzontally) it can be hanged vertically on any piece of furniture in the house.
The taste variations are made recognizable by the colour treatment of the case.

Reference:

Credits:

Country: Italy
Year: 2011
School: Politecnico di Milano, School of Design (Milan, Italy)

Course: Packaging Design 2011, Master Degree

Lecturers: Valeria Bucchetti, with Erik Ciravegna, Sara S anvito

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