OLIO SASSO TIN CONCEPT



Properties list:

product accessibility
end-user packaging
single product
concept
sauces and seasonings
can and tin
metals
contemporary
identity by modular structure
identity by colour

The triangular base of the containe is shape designed to facilitate the use of the product: the narrow spout allows a greater control of the oil spill and the wider edge acts as an handle and it makes easier the hand-grip of the container during the oil's pour.
The triangular shape facilitates the grip of the container, that is quite heavy to lift by one hand when it is full.
The new package is easily stackable: the triangular shape and the flat surfaces allow to store more products each other, vertically and horizontally.
The tin is totally made of aluminum.

Project developed for the international student competition "Remarkable Packagings & Alternatives" within the "Emballage" packaging exhibition (Paris, November 19-22, 2012).

Reference:

Credits:

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

Course: Packaging Design 2012, Master Degree

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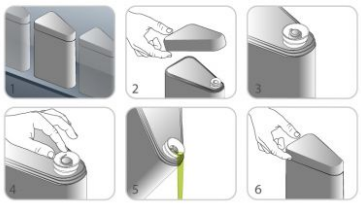
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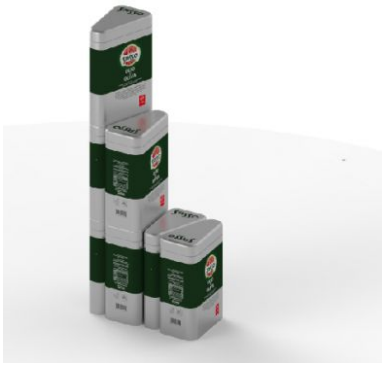
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