DIGESTIVO ANTONETTO CONCEPT



Properties list:

information about content
product accessibility
end-user packaging
single product
concept
pharmaceuticals
other shapes
blister-pack
plastics
cardboard and paper

The concept of "Digestivo Antonetto" aims to protect blisters when the new wallet pack is transported in your bag or pocket without the box. The new package is safe, compact (with all blisters), easy to handle. The folding structure incorporates leaflet and contains 4 blisters of 10 tablets each, embedded in pairs, and protects them. Moreover dotted folds allow the user to remove any empty blister with a rip. Despite the loss of blisters, the pack remains compact by a fold on the spine which allows to decrease the overall thickness. From the graphical point of view, the product maintains its strong identity with greater clarity of information.

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

Reference:

Credits:

Country: Italy
Year: 2012
School: Politecnico di Milano, School of Design (Milan, Italy)

Course: Packaging Design 2012, Master Degree

Lecturers:
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