RI-COCCOINA



Properties list:

reusability
refill system
information about use
product accessibility
end-user packaging
concept
office and stationery
additional structural elements
jar and pot
plastics
debossed, embossed
identity by modular structure
instruction through pictograms
identity by colour

Ri-Coccoina uses a modular snap fit clamp. This allows the rechargeability and is also intuitive and sealing; being splittable, ricoccoina allows the user to take one piece at the time, making the pack portable and smaller. Another feature is based on coccoina's life: using one piece at the time, leaving the other one sealed, prevents the glue from drying. Instead of the brush there is a paddle. Being bigger, makes easier and more comfortable to apply the glue. It remains hidden in the top cap.
The packaging can be reused and freely composed. If not, it has been studied for easy cleaning and recycling, its part are easy to split.

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

Course: Packaging Design 2012, Master Degree

Lecturers: Valeria Bucchetti, Erik Ciravegna, with Deborha Dal Degan

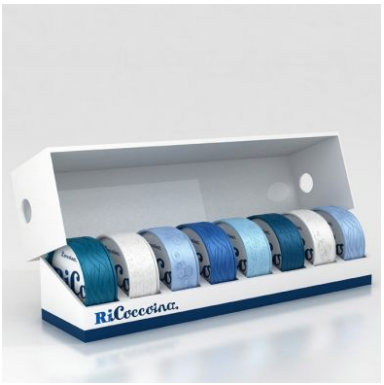
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