ILLY ESPRESSO

Properties list:
logistic optimisation
end-user packaging
update
single product
coffee, tea and infusions
box
cardboard and paper
metallescent

Illycaffé's ESE metallised cardboard case is a remake of the famous tin: the single p ackaging of pastilles to preserve the freshness of the product is a new feature and the sensitivity of the group of concern that has thought up and designe this pack has led to the creation of an ecocompatible pack that also has a strong visual appeal.

Reference: ItaliaImballaggio N.4 April 2007

Credits:

Agency: Grafo SrL*** Total Packaging Design SrL

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