# CASA MODENA "AFFETTUOSI"




Properties list:
logistic optimisation
product accessibility
ready to use
update
single product
end-user packaging
wrapper
opening and closure systems
dispensing systems
cardboard and paper
plastics
transparent
identity by shape
alcohols and spirits
delicatessen

Compared to traditional trays the new packaging for the "Affettuosi" di Casa Modena reduces packaging weight by up to 50%. The choice of the collapsable flexible pouch also reduces volume, whilist safeguarding the container's performance. The consumer doesn't find a rigid tray but a practical-to-use flexible pouch which is collapsable and easy to reseal.

Reference: ItaliaImballaggio 7-8, Luglio-Agosto 2007

Credits:

**Country:** Italy
**Year:** 2007

**Awards:** Winner of Oscar dell'Imballaggio 2007

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