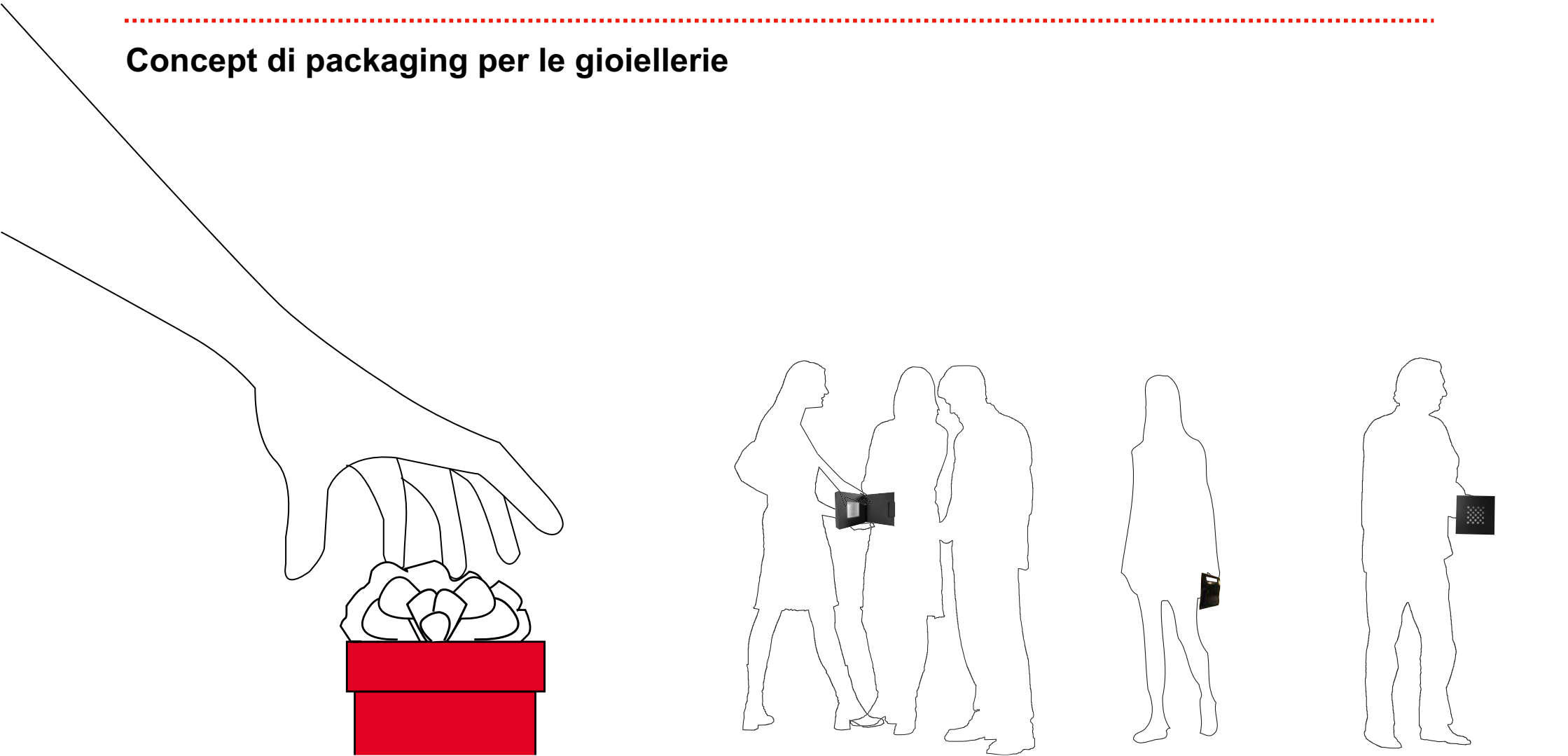


Sistema di confezionamento busta + scatola

Concept di packaging per le gioiellerie



Il Contesto

Concept di packaging per le gioiellerie

Il gioiello



Il dono



Stato dell' arte

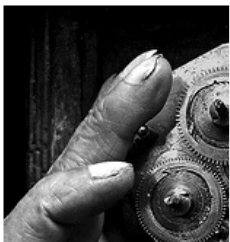
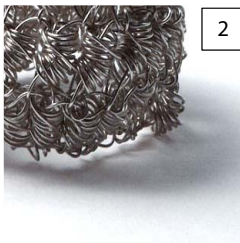
Packaging esistenti per gioielli



Il Segno

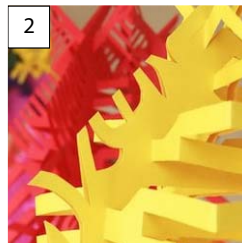
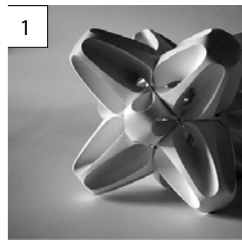
Manifattura

1. Ambulante a trastevere
2. Anello in argento
3. Mani di un orologiaio

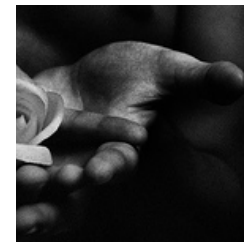
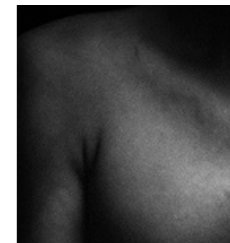


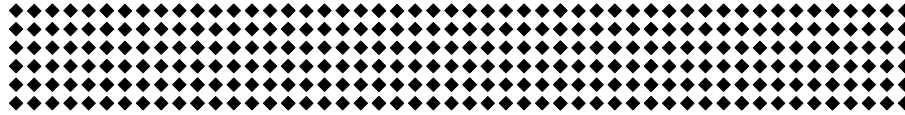
Scultura

1. Solido di carta
2. Luce Kirigami
3. Architettura di carta



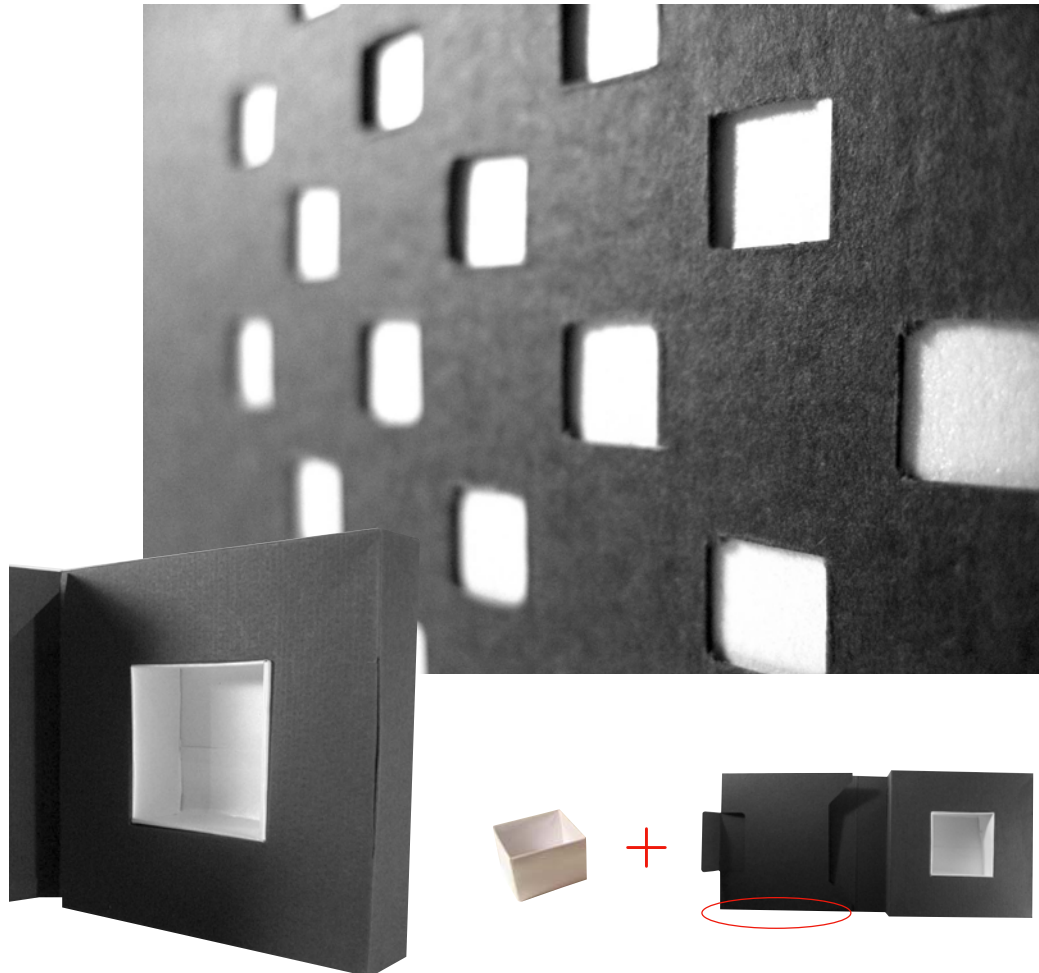
Dono





Concept_Esher

Concept di packaging per le gioiellerie



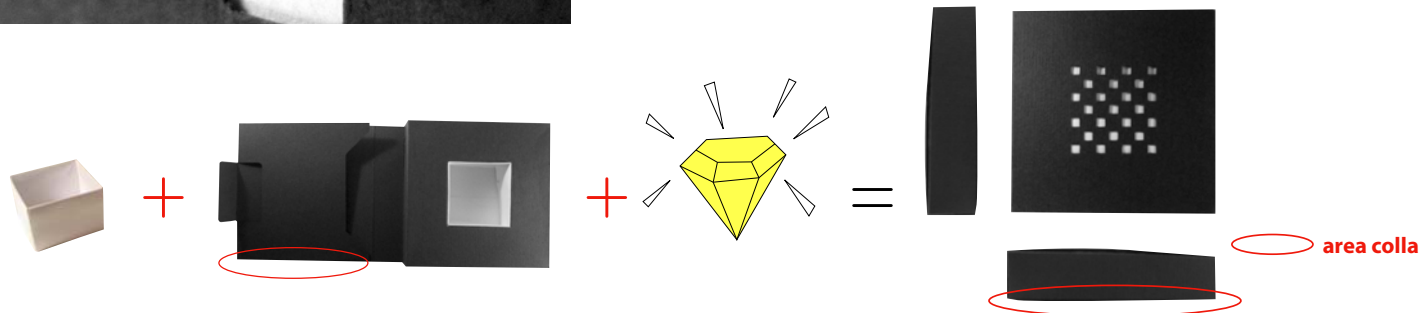
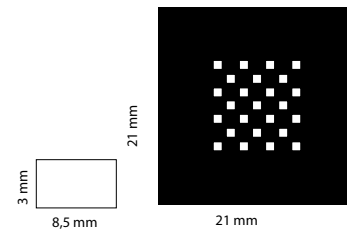
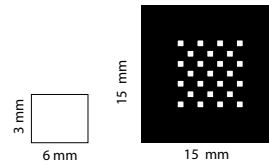
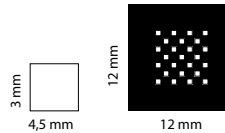
Caratteristiche ambientali:
confronto con le tradizionali scatole "importanti":

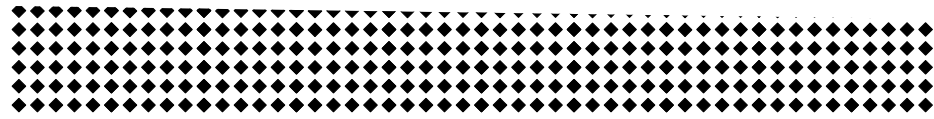
- _esclusivo utilizzo di carta cartone
- _minore utilizzo di colla
- _monomatericit 
- _tasca interna per certificato di garanzia

Caratteristiche tecniche:

Scatola cartoncino lucido da 400 gr.
Produzione cordonato tagliato piegato incollato e montato in breve tempo (1 minuto circa).

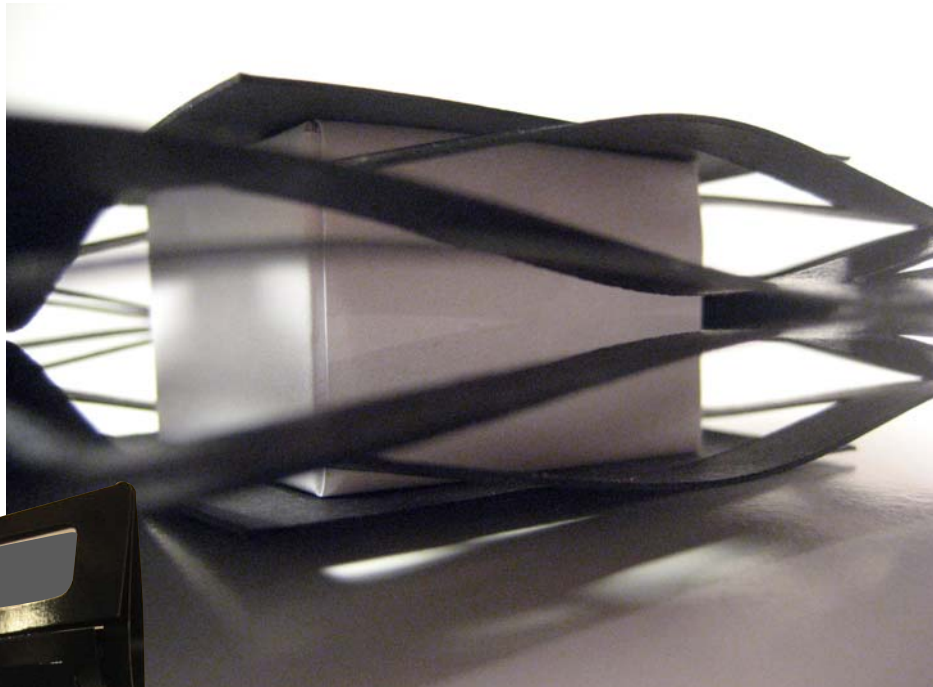
Vassoio cartoncino da 600 gr rivestito con carta lucida glitterata da 115 gr.
Produzione cordonato tagliato piegato, incollato e infine rivestico con la carta.





Concept_Calatrava

Concept di packaging per le gioiellerie



Caratteristiche ambientali:
confronto con i tradizionali
"scatolette+ busta"

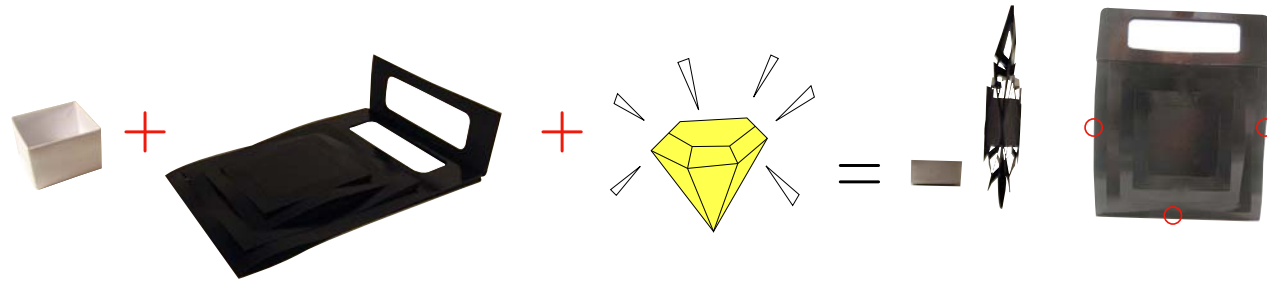
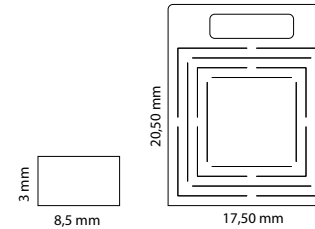
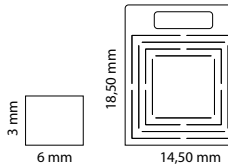
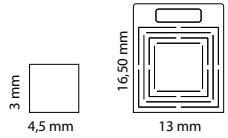
- _riduzione della carta-cartone
- _Ingombro minimo
- _minore utilizzo di colla
- _monomatericità

Caratteristiche tecniche:

Busta cartoncino lucido da 300 gr.
Produzione cordonato piegato e tagliato con fustella.

Vassoio cartoncino da 600 gr
rivestito con carta lucida glitterata da 115 gr.

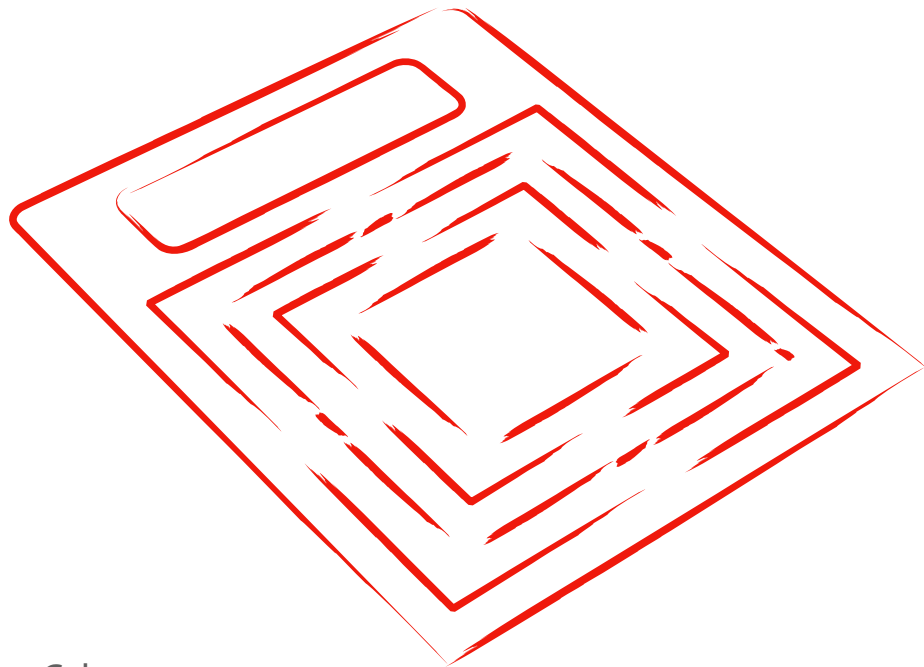
Produzione cordonato tagliato piegato, incollato e infine rivestito con la carta.



○ colla

Concept

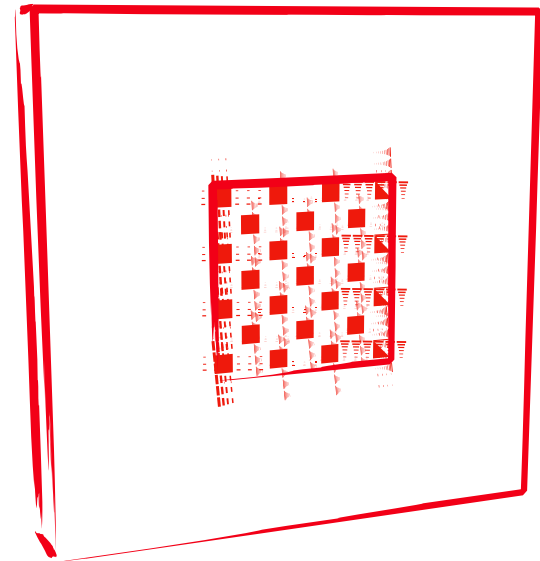
Concept di packaging per le gioiellerie



Calatrava

Caratteristiche:

- _Scoltoreo
- _Minore ingombro da chiuso.
- _Monomaterico
- _Ridotto spreco di carta



Esher

Caratteristiche:

- _Decoro.
- _Minore ingombro da chiuso.
- _Monomaterico.
- _Personalizzabile