



EASYSNAP® HAS A **UNIVERSAL** DESIGN

*Elderly, children and disabled people
can now dispense liquid and semi-liquid
products in a very easy way by folding an
Easysnap® in half and squeezing it.*



FOR
PHARMA



FOR
MEDICAL

According to the principles of Universal Design, Easysnap® packaging is **accessible to everyone** regardless of age, ability, condition or circumstances. Thanks to its unique **one hand opening** technology, Easysnap® opens and dispenses product with **low physical effort and no difficulties**.

ACCESSIBLE TO EVERYONE EVERYWHERE

EASYSNAP IS USER-FRIENDLY

Easysnap® has an ergonomic design: it can be opened with one hand instead of two; it is perceptible and recognizable even in low light condition.

EASYSNAP IS INTUITIVE

Everyone can learn how to handle it, no matter what age, education level or language skills. Once learned, forever learned.

EASYSNAP IS EVERYWHERE

Easysnap® is resistant to accidental opening and breaking. Safe to carry and hygienic to use in every circumstance and condition.

WHAT IS UNIVERSAL DESIGN?

The design of products and environments to be usable by all people, to the greatest extent possible, without the need for adaptation or specialized applications.



EASYSNAP® SIMPLIFIES THE OPENING OF PACKS

A CROSS-FUNCTIONAL MARKETING SOLUTION

Flexible in use, approachable efficiently and comfortably from people with diverse abilities, Easysnap® is a smart solution appealing to all users and marketable to a vast public.

Easysnap® allows a revolutionary user experience featuring all the Universal Design properties.



1. Equitable use

Easysnap® is accessible to users with diverse abilities thanks to its simplified opening technology.



2. Flexible in use

Easysnap® fits to a large range of individual needs as you can dispense or drop dispense the product, or directly drink or eat it from the pack.



3. Simple & intuitive use

Easysnap® eliminates unnecessary complexity because it opens with a simple and natural gesture.



4. Perceptible information

The semi-rigid structure of the package and the tactile difference between top and bottom effectively communicate to the user how to open it even in the absence of other information.



5. Tolerance for error

Easysnap® minimizes hazards and adverse consequences of accidental actions because it doesn't open unless intentionally folded over 90°.

Easysnap® doesn't discriminate nor stigmatize any user and is marketable to a wide target of people.



6. Low physical effort

Easysnap® can be used efficiently and comfortably with minimal exertion.



7. Size for approach and use

Easysnap® different sizes are appropriate for an easy handling by all users and in all occasions.



Easysnap® is the only worldwide patented one hand opening and dispensing portion pack for liquid & semi-liquid products.

