

NEW BRAKE PAD PACKAGING

Cologne (BS), 09/11/2015 - Attention to packaging has always been a distinguishing feature for both the graphic aspect on which we have already acted upon with a complete restyling, as well as to protect and preserve the product so that it arrives intact to the end customer.

The new boxes match the consolidated construction structure, with the convenience of opening, which allows inspection of the product without damaging the packaging complying with the ECE R90 regulation. The label, positioned between the side and cover, will guarantee that the package has not undergone previous openings.

In the design phase the moulding automation process has been implemented and sizes optimised in terms of dimensions, rigidity and strength.

The distinctive features of the new packaging can be summarised as:

- Ability to inspect the contents without breaking the box through the new packaging closure as required by the ECE R-90 regulation.
- High mechanical strength and rigidity
- Optimisation of the internal volume
- Use of larger labels, with possibilities to improve readability and/or increase information
- Weight reduction of the cardboard boxes compared to the manual boxes

Metelli S.p.A.

Marketing Department

