

Press Release – Product Innovation

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Snaplock. The package with the click!

In collaboration with a customer from the laundry and textile care sector, MM Packaging has developed a novel package for washing powder.

Housewives have long bemoaned the fact that washing powder boxes were not very convenient. Until now opening, measuring and re-closing has always been a nuisance.

Now, however, we have the snaplock box. Easy to open by tearing the perforated strip, the lid can simply be flipped up and then re-closed effortlessly.

The star feature that makes it such a hit is a loud audible "click", which announces that the box is well and truly closed and the contents are stored safely.

Square, sturdy, attractively printed and practical – the package with the click.

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