

DeMo are specialist packaging designers for FMCG.

Our wealth of experience includes foods and beverages, confectionery, household products and health & beauty.

Our personable, creative team focus on bridging the gap between strategy and brand execution to make a positive connection with the consumer.

If you would like to know more about DeMo and what makes us tick, check out our website. [www.demodesign.com.au](http://www.demodesign.com.au) or call us on +61 2 9211 2966

## All About Packaging

Welcome, to our first issue of **All About Packaging** which we will be distributing to our associates, friends, clients and partners who share our passion in packaging.

We often come across interesting developments and news, in our endeavour to stay informed, and we thought it would be a great idea to create our very own publication, to use as a forum to share anything we think you might find interesting or useful.

If you think that anyone you know might get some value out of reading **AAP**, please feel free to pass it on, and equally if you prefer not to receive our updates please let us know.

### Liquid revolution

Surely one of the most innovative packaging developments to emerge in Australia for a long time is the Squattle. After six hard years of development, inventor Scott Brown produced what must be the most revolutionary bottle in Australia.

Squattle is a squashable bottle and is designed to conform into a vacuum-sealed environment due to a floating valve which prolongs the life of the contents once the bottle has been opened – a global first for beverage packaging.

The patented valve inside the bottle also allows for free flow of liquid when poured and eliminates spillage as the bottle reduces in size. The fact that the bottle is collapsible contributed to the much deserved Environmental Excellence award it received

For more information visit [www.squattle.com](http://www.squattle.com)



### Makeover..

You may have noticed that we have **repackaged DeMo**. The shelf life of our old identity was beginning to expire and we needed a brand update.

The revamp has been rolled out to include a fresh new look for our studio as well. You will all receive our new business cards in due course, and if anyone happens to be passing, feel free to drop in for coffee!

### 23 odd inches of grunt...

We have just upgraded our studio and are now working away on the **fantastic Mac 23 inch cinema displays** attached to our new G5s  
...designer bliss!





thought of the month

to live a creative life,  
we must lose our fear of being wrong ...

### Brand or bland?

We came across a great observation whilst reading a brand overview from Marty Neumeier – author of The Brand Gap.

q How do you know when an idea is innovative?

a When it scares the hell out of everybody.  
*“Mostly it takes guts to be different and some companies are so afraid of appearing less than dignified that they settle for proud, conservative or downright inhuman”*

Its something we at DeMo, and no doubt countless other packaging designers, come up against time and again. But against this backdrop of stiffness, emerges an excellent chance to stand out.

Remember, its design, not strategy that ignites passion in people. The magic behind better design and better business is innovation.

### Joint efforts

We love to collaborate – we try and surround ourselves with the best in the business for any given task.

For other successful creative collaborators think Hollywood and the builders of the renaissance period! Packaging design can all too easily slide from craft to commodity, so to keep it fresh and forward thinking we exercise the freedom to work with best of breed specialists.

We would love to collaborate with all of you out there, so if you have anything you would like to contribute to All About Packaging, please email or call us.

The first collaborator will receive a dozen **Nestlé Kit Kat Cappuccinos** – recently designed by yours truly of course!

[www.demodesign.com.au](http://www.demodesign.com.au)