

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 **All About Packaging** which we distribute 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.

### Premium Plastic

We are all used to seeing our mineral water and fruit juice in PET, but AMCOR has now developed a PET for a brandy.

USA's Kabel Champagne Cellars asked AMCOR to come up with a design for their Classic Brandy that was as close as possible to its existing glass bottle with sloped shoulders and a subtle pedestal base.

An additional design element is a small embossed 1.75L at the base of the bottle depicting the volume.

Kabel first tried out the PET packaging on its 50ml airline mini size. After converting the 200, 375 and 750ml sizes, company president Gary Heck said in *Packaging News* June issue they found no difference in sales and no loss in image. The PET was easier to bottle and lighter in weight. Glass breakage in colder climates was also no longer a problem.



If products can be packaged in plastic and still remain premium, maybe we will see more luxury goods move to PET. Perhaps consumers will be buying their duty free liquor, champagne and possibly even their perfumes in beautifully crafted...PET.

And staying on the subject of packaging our favourite drinks...

### Glass Closures

Alcoa recently announced the commercial production of 'Vino-Lok' a glass stopper for wine bottles. This closure is an alternative to corks and synthetic stoppers and will be used for premium wines in the near future. Made to include a rubberised O-ring; the glass stopper provides a sterile seal, while the aluminium cap placed over the stopper shows tamper evidence!





### Research Says...

As private label and own brand products raise the level of competition for valuable retail space, you would think that the desire to achieve shelf standout with innovative packaging would be even greater – the need to look different. However, you only have to look at the various categories in your local supermarket to see that most packs have been bred from the same stable – same shapes, same size, same colours.

Satkar Giddu of UK based agency Siebert Head has an interesting theory on why this is so.

*“ basically while innovation was once seen as a vital tool in the FMCG armoury, risk -averse markets are now squeezing out creativity in the interests of short-term profitability. Every new product or pack concept is researched to death, and many great ideas are thrown out simply because a group*

*of consumers is suspicious of anything that sound new”*

This is leading to supermarkets being full of ‘me-too’ products, line extensions and minor product tweaks.

In Australia’s much smaller market place it is of course an even tougher challenge to take courage from brands that made the leap and became icons in their own right. The accepted wisdom among marketers is that 70 percent of new products fail. We don’t see many new products like Toblerone’s triangular chocolate - which smashed the category norm, and is still a best seller– get beyond the first stages of conceptual thinking.

Satkar sums it up brilliantly in saying *“maybe now its time for your marketing department to turn to an analysis of brands that have made the leap and take courage from their success, rather than let focus groups decide and determine the future of the brand”*



### Book Review: Packaging Makeovers

We stumbled across this book in a Design Magazine; seems like it could be a good read. Divided into four parts and showcasing 33 different projects, this book shows extreme make-overs such as Nandos re-branded dressing. But most of all, it describes the reasons for redesign, specific design objectives and design variations. It reminds us that few print disciplines connect as directly with the customer at the time of purchase, than the packaging of products. We've got our copy on order!

Design Graphics Magazine, Issue 116  
For more information visit  
[www.Amazon.com](http://www.Amazon.com)

### We try and visit the UK...

as much as we can to keep abreast with overseas trends in packaging, this year its Lisa's turn to do the honours and she will be going for 3 weeks in July. If anyone needs any particular pack samples, please let us know and we will try our best to accomodate.

### Sorry, mega jars of Marmite or Sarsons pickles as a no-can-do!

We are creating a space on our soon-to-be-launched website entitled 'The Ones That Got Away' which will be a selection of our favourite concepts that didn't *quite* make the shelves!

We'll keep you posted..

just a thought...

Good judgement comes from experience.  
And experience comes from bad judgement.