

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 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. 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.



No. 5

Maximise Uniqueness; *Is the pack made from new material? Does it have a unique opening, is the product first to market or is the packaging a totally new shape?*

Non - Spill AquaFlexCan

Amcro Flexibles have launched a new generation of water packaging called **AquaFlexCan** - an easy to open, non-spill flexible package. The new re-closeable container has chemical and organoleptic certification and can be used for non carbonated water. Advantages of the pack include easy perforation access which means that no straw or scissors are required and the special seal of the mouth piece which allows consumers to easily control the liquid. Besides being ideal for glass/bottle free events; Designers can utilise the entire AquaFlexCan surface. The whole pack surface is available for printing, including the top and bottom!

pkn; Packaging News, August 2005

Top 10 Checklist For Packaging Design that SELLS!

DeMo Design recently put together a presentation that included our Top 10 Tips for creating packaging that SELLS.

1. Get Attention
2. Say Something
3. Get Personal
4. BE BIG and BOLD
- 5. Maximise Uniqueness**
6. Behave like a Leader
7. Tell Stories
8. Recommend - a - Friend
9. Don't Skimp on Quality
10. Stay Fresh

In the spirit of AAP and revolutionary packaging; we decided to illustrate our 5th Tip with the Non - Spill AquaFlexCan.





The Chupa Chups Logo was designed by Salvador Dali in 1968

Drugs; Clear Thinking

Simpler is always better, but not often safer. With over a million types of prescription medications invented, distributed, prescribed etc everyday, that's a million more labels for designers to tackle.

Many of the labels one sees on medicine bottles, contain as much writing and information as a small catalogue. But consumers absorb less than half of it due to poor design; labels are placed over other labels, pharmacy names and their logos stand out like neon billboards, but the doses, medicine type and patients name, seemingly vital information, are lost in the small print and poor positioning.

Enter the American Deborah Alder and TARGET. Alder, a child physician and nurse had a personal experience with poorly labelled medicine bottles, when her grandmother unknowingly took the wrong prescription. This experience led Alder to create a simpler way of medicine labelling and packaging.

Alder's idea for a new design would sit well with most packaging & labelling designers' objectives: to create a label and packaging that is both aesthetic and functional but provides consumers with vital information.

Her design also works on a colour coded basis so patients can differentiate between their medication and another member of the household's. The only drawback to this new functional design is that TARGET in the United States are the only distributors, however the FDA regulations may force other pharmac to incorporate the simpler, clearer labelling into their packaging too.

Where space is limited and simplicity is everything, perhaps label and packaging designers can solve these kinds of problems by, as well as incorporating Alders ideas, replacing commonly used phrases or words on medicine bottles with icons, identifiable by all types of consumers.

As in other categories, pharmaceutical packaging should look good to sell well, but it should be safe too!





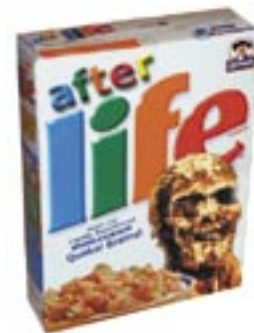
We like it...

Another example of great packaging from the shelves of Sainsburys – this time in the chilled dairy category. A range of organic **bio live yoghurts**, we were impressed with the way the graphics on the multipacks were used to maximise the impact of the brand. Whichever way you view the packs whether individually or in packs of 4, from the side or above, the strong 'healthy tick symbol' derived from a leaf is utilised and reinforces the organic message of the product. Careful thought has gone into the back of pack nutritional information too, with the use of well designed symbols to further your reason for purchase. This is the sort of communication which works so well, you would know what the product was without reading the product descriptor. The yoghurt tastes pretty good too!

just a thought...

'What's a brand? A singular idea or concept that you own inside the mind of the prospect.' Al Ries

And at the other end of the packaging spectrum, we found this gem whilst browsing the internet...



need we say more? If anyone else has come across an example of packaging worth a mention, we'd love to hear from you.

DeMo are busy rebuilding our website, if you would like to download any back issues of AAP, please go to WWW.demodesign.com

www.demodesign.com.au