

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.



DeMo's Top 10 Checklist For Packaging Design that SELLS!

This issue we are highlighting No. 9 of our Top 10 ;

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

No. 9

Don't Skimp on Quality; The Overall impression of quality is paramount to a compelling pack and the print quality should be the very best it can be.

Tip Top Swirls

We found a great example of quality packaging in George Weston's new **Tip Top Swirls**. It comes in three variants and has been packaged in an innovative metallic foil/polypropelene substrate. This packaging is similar to that used for potato chips and gives the impression of freshness. The contemporary design and use of this new substrate means that the product stands out on shelf compared to other breads (which are packaged in plastic bags) and really gets noticed!





Australian Packaging Awards: Technical Innovation Award, GOLD

John Brooks, along with Techno - Plas Pty Ltd and Zork Pty Ltd, designed an alternative to cork and screw tops that eliminates cork taint in wine. The Zork is a resealable stopper comprising of three separate functionalities; a peel off outer seal, a locking mechanism and a seal offering an oxygen barrier. It is made from food - grade polymers and is tamper - evident. The Zork looks good before opening, can be different colours and even printed on!

Found in the Australian Packaging Awards 2005, Summary of Results 2005.

If you would like to contribute to AAP; just drop us an email with the details.
kiri@demodesign.com.au.

SoftValve Coffee Packaging

We found Amcor's new answer to keeping coffee fresh - the SoftValve packaging system. Currently available in Europe and the USA; the pack successfully vents off CO2 while ensuring maximum freshness. The best thing about it however, is that it runs on standard FFS (form, fill, seal) machines!

PKN; Packaging News, October 2005

Previously in AAP; Squattle Bottle

Scott Brown, the designer of the Squattle Bottle, contacted DeMo design to say thankyou for our feature in issue One! As you may remember, the Squattle is that great Australian squashable bottle that prolongs the life of the contents after opening. The bottle is continuing to win much deserved awards!



just a thought...

'Prioritise time for ideas and you'll reap the most surprising rewards.' Robert Gerrish