

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. **As this is a time to eat drink and be merry, for our Christmas issue we decided to feature some interesting packaging innovations from the beverages category dear to everyone's heart as the silly season begins...**

### New packaging innovation for wine...

The main breakthrough in portable wine packaging in the eighties was of course, the beloved – and in some cases notorious – 4 and 2 litre cask. The tap meant you could drink as little (or as much) of the wine as you wanted and the high amount of preservatives in some brands meant you could keep them in the fridge for weeks, should they last that long. *We all found our own innovations for the foil bladder too – an instant volleyball at the beach or a handy pillow at the family picnic after an afternoon of excess.*

Fast forward to present day. Barokes have now successfully marketed **Vinsafe®**, the process of packaging wine in a can. The process was achieved through seven years of research and development and is the brainchild of Steve Barics and Greg Stokes who established themselves in 1996, successfully producing and marketing a number of fine, low preservative premium wines.

The individually sized containers are ideally suited to situations where a single 2 glass serving is required, at home, events, cafes, theatres and cinemas.

The patented technology provides a fully transportable, safe, non-breakable tamper proof container and eliminates



factors that can cause wine spoilage. The cans are recyclable and keep the wine drinkable

for up to 5 years. There are currently 4 varietals, Cab Shiraz Merlot, Cab Shiraz Merlot bubbly, Chardonnay Semillon and Chardonnay Semillon bubbly. The new look Wine in a can was launched in April of this year. Barokes' branding and pack graphics are clean and simple with strong colour coding acknowledging red and white wine content.

Barokes was one of four finalists in the Alcoholic Beverages Category which acknowledge innovation and quality within the food and beverage industry.

We'll drink to that!



### Premium Beer to Dine for

Design Bridge London designed this compelling label for Greene King Brewers UK.

*The Beer to Dine For* challenges the perception of beer, formulated to be enjoyed with food and manages to satisfy the non-wine drinker who nonetheless wants an alcoholic beverage to accompany a meal. The uniquely shaped glass packaging is close enough to a wine bottle so as not to cause concern when placed on the dinner table.

The contemporary feel of the label's typography and graphics (the fork echoes the shape of the bottle) is a perfect understatement.

We could see a similar concept working well in the BYO restaurant arena in Australia (it's great with a curry!)



### The Demise of the Stubbie Holder?

Amongst the recent slew of packaging innovations by brewers attempting to win back consumers from the wine & spirits categories comes the Canadian Labatt Blue 'Cold One'.

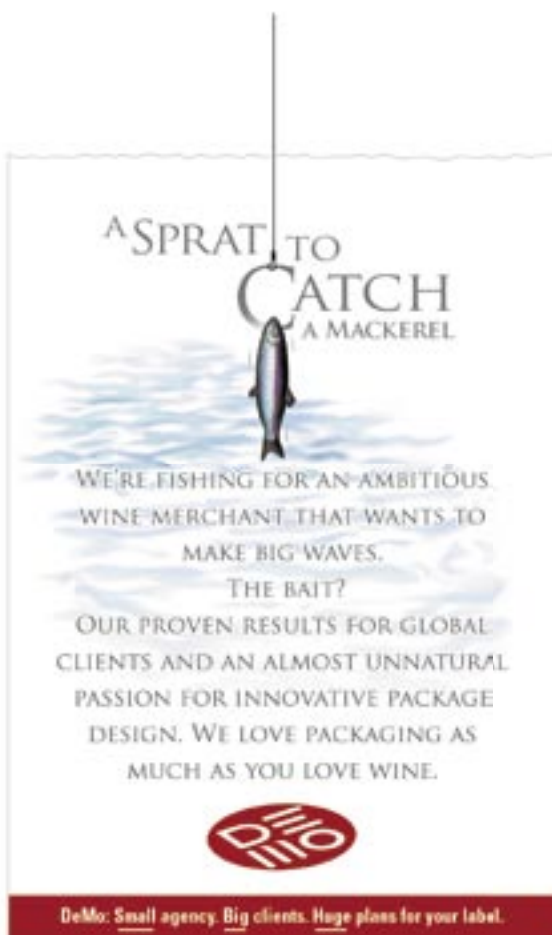
The can is coated with Cool2Go® wrap, which provides a thin, insulating barrier to protect the beer from heat transferred by warm hands and rising summer temperatures. Dupont's wrap reportedly keeps chilled beer colder longer than a conventional can.

*Regrettably, distribution of Labatt Blue with Cool2Go technology is currently limited to Canada, leaving us still yearning for a cold one that stays cold longer.*



### Going Fishing

DeMo is making 2006 the year to take our packaging expertise into the fast growing wine category. We have designed a self promotional label with the theme a '*Sprat to Catch a Mackerel*' and we will be baiting our hook to reel in innovative and exciting clients that we are really keen to work with.



### Merry Christmas

DeMo would like to wish all our friends and associates a very Merry Christmas and a safe and peaceful New Year.



just a thought...

'From a commercial point of view, if Christmas did not exist it would be necessary to invent it..'

Katharine Whitehorn

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