

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

Main: Sipahh! A revolutionary way to drink your milk!

Right: The Unistraw system, which includes special welded filters to keep the beads within the plastic of the straw.

Below: The SKWEEZ bottle

## 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.



**"Insert into cold milk, Sip and say... Ahh!"**

*Sipahh* is a range of milk flavouring straws, which are filled with flavour beads and filters. As the milk is sucked through the straw, it is transfused with the flavour from the beads. Since its release it has increased sales in the milk modifiers sector by 25%. The company that created *Sipaah*, UniStraw, is investigating the idea of creating similar straw products that offer medicinal beads, or beads to aid vitamin intake.

Aimed at kids, they succeed in grabbing attention by the use of the funky cow illustration, 'bubbly' font, innovative tube packaging, and of course kid friendly flavours like chocolate, strawberry, banana and caramel. The spoonless, powderless and seemingly mess-free way in which *Sipaah* works is sure to make life easier for Mum.

### Skweez Me

Charlotte from DeMo Design, went in search of packaging innovations in South Africa. Amidst the usual world-wide-known soft drinks and fruit juices, she came across 'SKWEEZ' a squat, round, clear plastic fruit juice, with the slogan "Will It Pleez? Naturally!"

Its contents are sugar free, naturally 'skweezd' orange juice. The simple leaf shaped label, which wraps around the neck of the bottle adds to this creative packaging. The packaging format is plastic formed to look like its original source - an orange. Another plus - once consumed, the bottle can be used again as the label is easily removed and also recyclable. They come in eight different flavours... Very Pleezing.



Right: A combination of art and vintage is a successful one for Henry's Drive Wines' Pillar Box Red. A wine said to be ahead of its class in quality, mimics an English red post box, with its letter slot die cut into a bright red label - a simple idea that grabs attention. It reminded our studio of Ned Kelly!



### Do Designer Labels Make the Sale?

Research by Vino Ventisquero's Chilean wine brand Yali revealed that out of the 1500 people surveyed, 49% were more likely to base their choice of wine on the look of the label, and purchase wine with a clear, modern label. So does the fate of new brands and the continuing success of older brands in this era rely mostly on the skill of the graphic designer?

There is a vast difference between a cleanskin (a simple computer printed label stating all legal information required) and some of the modern, contemporary, 'splashier' labels. Though some may prefer the very simplest labeled wines - which are inexpensive and fancy free - others may find it unattractive, light-weight and possibly a bit dubious in quality.

The demographic is a driving factor in the label design.. Consumers who spend up to and over \$30 on a bottle of wine are usually more interested in the quality of the wine and are less likely to pay attention or be influenced by savvy imagery and creative font types.

Though wine targeted at the younger market succeeds by using brightly coloured, oddly shaped labels, 27% of those surveyed say newer wine labels are cluttered with too much useless information. 31% said that if they understood the labels they'd be more adventurous when it came to purchasing unfamiliar wines. Western Australian Wine makers *Fifth Leg* have added brand personality to their range of wines with the likeable and memorable dog adding character and humour to the labels. Their marketing spiel proclaims:

*"The Fifth Leg symbolises (like all free standing limbs do) our unattached, free-wheeling spirit of independence and non conformity."*

Wine consultants say the label has to attract attention, and be a successful combination of art and vintage. *Leeuwin Estate Wines' 'Art Series'* represents their most opulent and age-worthy wines, they're identified as paintings commissioned from leading contemporary Australian artists. Label change for this series of wines is significant and proves that regular reinvention and refreshment of the label design aid to the success of the wines purchase.



Leeuwin Estate Wines' 'Art Series'