

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 9360 3500

## 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.



Above: Innovative packaging from Tetra Pak 2006.

Below: Unique square and rectangular packaging from Tetra Pak 2006

### Great design isn't always about thinking outside the square

One excellent innovation emerging in beverage packaging is the unique square and rectangular paperboard packaging, including Tetra Pak Prisma. While their stylish design has been a hit with consumers, their paperboard construction also offers several major advantages over glass, aluminium and plastic (PET).

Easy to handle, pour and store, they are perfect for a range of drinks from juice and milk to wine. The re-sealable cap gives the package added practicality, making them appealing for everyone from busy people on the go to parents filling the school lunch box. Not to mention that they fit snugly into your car's cup holders!

But the benefits don't end there. The use of lightweight paperboard has been attractive for several new markets including the catering, in-flight and

hotel industries. Paperboard is fifteen times lighter than glass, and the square packaging takes up less physical space than a glass bottle. The result: reduced freight and distribution costs. They also deliver on the safety front, with unbreakable and tamper evident material.

They're also good for the environment too. 70% paper, the packaging is 100% recyclable, addressing the concerns of increasingly environmentally aware consumers. In fact, it generates nearly no waste products at all, and will cost less to recycle than plastic or glass.

It's even got something for us packaging designers! Paperboard is far easier to print on, which will allow for more adventurous and eye-catching graphics. This innovation has proved very successful in Canada, and it's only a matter of time before paperboard beverage packaging hits Australian supermarket shelves.





### Kleenex has gone oval

Another interesting innovation unearthed by our research this month is the new oval box designs for Kleenex tissues. Following the success of their holiday season range for winter, Kleenex has decided to bring out oval-shaped tissues boxes for their spring and summer ranges.

The attractive new designs feature a splashy, floral motif in bright green, pink or blue tones. We expect to see these little gems adorning fashionable kitchen benches very soon.

### DeMo Design has moved!

Over the past few weeks, we have been busily re-organising our new studio, following the move from Surry Hills. After eight years in one location it has been a fantastic chance to thoroughly refresh our working environment.

You will now be able to find us at the following address:

*Suite 1, 218 Crown Street  
Darlinghurst, NSW 2010 Australia*

Please note the new phone & fax numbers:

*T: 02 9360 3500*

*F: 02 9358 3702*

We love our sparkling new workspace!

### Ever heard of ice that's not frozen?

Next time you reach for an icy cold drink, you might want to ask what brand of ice you're being served! Peter Moenickeim, founder and CEO of AqualICE, is targeting consumers who are concerned about purity and quality of ice by eliminating issues such as contamination, off tastes and odour transfer. AqualICE makes it possible to enjoy the same purity and consistent taste from ice as you experience from your bottled water.

This revolutionary new product combines the purity of bottled water with the convenience of sealed ice trays that are stored in the cupboard and frozen prior to use. Offering trays of AqualICE allows ice to be used in beverages with confidence and assurance, and it's a product that really seems to be resonating with consumers. The company is also developing flavoured and vitamin enhanced versions of AqualICE to complement consumers' beverages.



*Above right: Great tasting ice cubes introduced by AqualICE.*

*Above: New Kleenex packaging for summer/spring range.*