

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 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.



Right: BAWLS can energy drink with unique surface.

Below: Close up of unique can BAWLS energy drink.



A Product with Bawls

In a recent expansion of its BAWLS product line, Hobarama LLC has launched a high-caffeine canned beverage called BAWLS Guarana. The cans are the first in North America to feature a foaming ink technology developed by Crown Holdings, Inc. It creates a raised surface on the cans which replicates the bumpy feel of the signature BAWLS Guarana glass bottle.

Hobarama CEO, Hoby Buppert, says "with this ink technology, we've turned traditional packaging into a unique, fun complement to our premium product that will stand out in the crowded beverage industry."

A special foaming ink is spot-applied in small circles all over the can, creating a unique velvet feel for consumers as they grip the package. John Corelli, Manager of Graphics Planning, Customer and Technical Service for Crown in North America says: "Being the first to commercially

apply the foaming ink technology in the North American beverage market is a fun, creative way to increase consumer interaction and appeal'.

It is not yet known whether the 'bawly' can will hit Australia but if the product continues to sky rocket in sales - we expect to see it sooner rather than later!

DeMo is a Finalist!

We are proud to announce that DeMo is a finalist in the City of Sydney Business Awards in the category of Outstanding Advertising, Marketing, Business and Design Services. DeMo will also be appearing this month in City News and City Hub, so keep an eye open for us! We will be frocking up and attending the awards dinner next month where the winners of each category will be announced. – Wish us luck!





Above right: Hey-Ho Premium Juice cartons x 3 flavours

Below right: Aromatic labels which allows consumers to 'Rub 'N' Smell.

Below Left: Close up of Hey-Ho product photography.

Hey-Ho Premium Juice

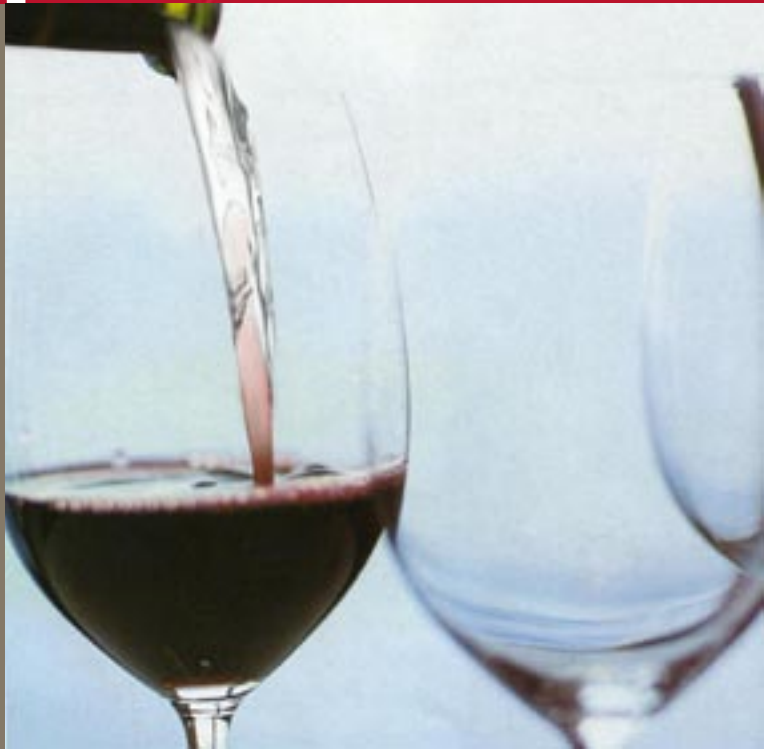
While in the supermarket this month, DeMo came across some very interesting packaging in the form of Hey-Ho Premium Juice. Imported from Hungary, this product features compelling photography on the front of the container. The 1 litre juice box is unusually shaped when compared to most juices in the supermarket. Its long rectangular form stands tall over its competitors, effectively highlighting the beautiful images depicted right around the carton. This unique look, coupled with innovative flavours of Sour Cherry, Black Currant Nectar and Peach, were enough to prompt us to want a taste. Take a closer look and see what you think of Hey-Ho.



Aromatic Labels

The introduction of aromatic labels on packaging for scented products such as room fragrances is offering benefits to manufacturers, retailers and consumers. By enabling consumers to test a product's scent before buying, the labels eliminate the need to open packaging and compromise the product. Rub 'N' Smell shrink labels visually and aromatically distinguish packages from other category offerings. They contain tiny fragrance beads embedded in the film, which provide an "aromatic preview" of the product. According to the supplier, the beads remain dormant until activated by a gentle rubbing motion to release the fragrance yet leave the printed graphics unaffected.





Above: Turning water into wine!

Below: Example of water bottles with the amazing new Flavor Tops caps.

Turning Water Into Wine

Sound a little far-fetched? Well not anymore, thanks to a funky new product called Flavor Tops. Developed by the New York College of Health Professionals, Flavor Tops are special caps that consumers simply screw onto their favourite plain bottled water to turn it into the beverage of their choice – a power drink, a soft drink, tea, or even an alcoholic refreshment! Flavor Tops work by releasing powders or liquids into the bottled water when the consumer screws on the cap. They can also be used to maintain the freshness of vitamins, additives or medications.

While sales of bottled water are climbing in the United States and Australia, sales in underdeveloped countries have seen even more substantial growth due to the poor quality of their drinking water. We think these versatile little packaging gadgets will make quite a splash!



DeMo Working with Wineries

Over the last year, DeMo has been making great headway into the wine industry. Our strong FMCG background is proving valuable in this highly competitive category where hundreds of brands fight with each other on shelf for consumers' attention. If you work with wineries or sell wine, we'd love the chance to share our ideas with you (maybe over a glass or two!).

