

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.



Right: OGO Oxygen Water Natural and Sparkling

Below: Examples of OGO Oxygen Can, three flavours.



### Add Oxygen to your Life!

These days you need go no further than your local supermarket to visit a museum of design. With thousands of items competing for your attention, manufacturers know that good design can help their product leap off the shelves and into your trolley.

This is how we found the product OGO OxygenWater. With its distinctively round 33 centilitre bottle, it instantly grabs consumers' attention on shelf. This goes some way to explaining the success of this product in its country of origin, The Netherlands. But there's more to this story than the bottle.

OGO squeezes into its bottle, 200 mg of oxygen per litre of water - that's 35 times more than you'll find in regular water. Every cell in your body needs oxygen, and the more oxygen you take in the healthier you feel. No wonder its called 'breathing water'!

OGO has also created a product called OGO Oxygen. It was created as a response to the rapidly decreasing oxygen levels in the air we breathe. A puff of OGO in the morning gently awakens the senses. During the day each new inhalation serves as an energy booster, revitalising your concentration, reflexes and memory.

With no propellant gas, the contents are naturally compressed in their canister at a pressure of 12 bars. The elegant aluminum can contains up to 30 'shots' of oxygen and is available in four flavours – Peppermint, Yuzu Lemon, Eucalyptus and Flower Power.





*Above: Featuring 'Another Bloody Water' bottle.*

### Yes! Another Bloody Water

Beverages have come a long way in recent times and the industry is ever evolving. You just have to look at your local convenience store to realise that plain old water has made a big splash over the past few years.

Enter 'Another Bloody Water', with its sleek, minimalist bottle, smart name and devil-may-care attitude. It humours consumers and makes that personal connection with them, adding a vibrant personality to something as ordinary as water. 'Another Bloody Water' is cheeky and lets you have a laugh with its refreshingly straight-up, honest approach to bottled water.

Much like Nudie Juice, which tells stories, 'Another Bloody Water' also features witty, snappy messages to consumers in a bid to differentiate and establish an independent and unique market position in a very cluttered segment.

While the design itself appears simple, the design process was quite the opposite. Designer Jay Dillon decided that 'the bottled water segment in Australia was more than ready to move beyond the

colour blue and images of waterfalls on labels'. However in order to achieve this, the design team had to overcome a series of obstacles.

First, by using transparent labels and white text, there were problems when trying to apply the labels on a wet line. Water was getting under the labels causing them to lose their adhesive backing. This issue was rectified by screen-printing directly on the bottle.

The barcode, originally printed in white, also presented a major problem as it failed to scan correctly. The solution to this was to use a transparent cell for each line of barcode instead of using black. As you can see, designing is not always as smooth as we would like it to be and consideration to every aspect of the product is paramount to a good outcome.



*Above: Food for thought!*

*Below: Need a fresh brand new packaging idea?*

### Thought for food!

Do you know of a business that could benefit from some fresh packaging ideas?

DeMo have worked on many New Product Development projects with our FMCG clients – transforming marketing insights into innovative pack visuals for research stimulus– ranging from stretching a brand into new territories, to new product formulations and innovative pack formats.

We thrive on this area of packaging design as we can really flex our creative muscles working on blue sky ideas.

From this groundwork and various research processes we refine and develop the ideas through to the final packaging that is displayed on shelf.

With many years successfully working on FMCG food products, DeMo would love to chat with anyone in the market for inspired and innovative packaging design.



### Edible Packaging

Edible packaging! Sound incredible? Well not to scientists who are currently working on this amazing wave of innovation. Edible coatings are transparent films that cover food items and act as a barrier to humidity and oxygen. They are based on various mixes of milk serum proteins, starch, and mesquite gum and could mark the birth of the next big thing in food packaging, according to a researcher in Spain.

The flexible, paper-thin wraps can help preserve food and protect it in freezers. Scientists suggest the wraps could even form a food ingredient when melted, such as an apple wrap that could become a glaze on pork chops.

The wraps could offer a number of other benefits. They are biodegradable and could prove to be a painless and even an enticing way to get children and adults to eat more fruits and vegetables, thereby helping to reduce obesity. Researchers hope this will prompt interest in the commercial applications of the wraps.