

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: Whole range of Cinderella cleaning products.

Cinderella cleans up

Spotted in a supermarket this week, **Cinderella** products seem to be the next craze in household cleaning. Now that cleaning has become fun, fragrant, effective AND ecologically sound, there's no excuse to put off the spring cleaning any longer!

Bright and stylish, **Cinderella** bottles jump out at you in the supermarket and are too attractive to hide away under the sink. They double as an ornament for the laundry bench. And inside, the ingredients are safe enough for you to throw away the gloves.

According to their website, the **Cinderella** brand 'is a little bit cheeky, a tad naughty and 100% unbelievably fabulous' and the bottle was designed to do justice to any designer home.

Despite this glowing report, we did come across a little hiccup with the print on the bottle. While unpacking our new cleaning products in our studio, we noticed that the text on one bottle had come off and was unreadable.

However, we are willing to push this aside and are giving this packaging design a big thumbs up for uniqueness in its category and for being bold!





Above: 'Look what we found' packaging.

Right: Ice Mountain stackable bottles.

Look what we found!

In recent times we have observed a new trend in food packaging design that is inspiring consumers and connecting them more closely with the food they are buying.

Look What We Found is a new pre-prepared food product on the market in the UK that has tapped into this trend beautifully. Its creators believe that people want to have 'more assurance about what is in their food, where their food comes from and how it is grown or reared.'

The products are pitched in their marketing as "gourmet quality food for busy people which is sourced from small specialist food producers".

But the hook is in the packaging which is ultra-stylish and modern. Each single portion pouch has been designed to focus on the individual food heroes behind the main ingredients for each dish. The growers are featured on the front and the soft browns, reds and flowing grass imagery give

the impression of genuine food and freshness.

Featuring the growers of the ingredients on the packaging is a very smart and natural way of connecting the food emotionally to the consumers, giving them satisfaction that even though it is fast and storable, it is a quality, nourishing choice.

Water bottles that really stack up

Whether in stores or at home, storage space is always at a premium. That's why the new packaging for water brand 'Ice Mountain' is so nifty. They have designed a 3-litre, easy-to-pour, easy-to-store, stacking water bottle.

With their unique shape, bottles can neatly stack on top of each other, saving heaps of space. They have a 'nestable' base and cone-shaped shoulder that match up to enable bottles to be stored and displayed one on top of the other – much like





Above: Range of Cowshed product.



interlocking building blocks.

Available nationally, the attractive, clear bottle comes with new features like an ergonomic recessed hand grip that makes it easier to hold and carry and a slim silhouette designed for the fridge door. All in all a brilliant idea and a great choice for family sharing.

Getting natural in the Cowshed

Another brand to use this natural, down-to-earth strategy to connect with consumers on a deeper level is [Cowshed](#), a London-based brand of hand and body products. The products are 100% vegetarian, made from hand picked herbs and are delicately hand blended from herbal infusions and pure essential oils.

The packaging is based on materials, textures and colour drawn from nature and the English countryside. It also has a repeat-pattern wallpaper effect reflecting the room interiors of the UK's Babington House. "This provides a sensory and mental connection based on intimacy and individual expression", stated Jonathan

Ford, CEO of The One Centre.

On top of its original packaging, this range is also renowned for its quirky product names such as Dirty Cow Hand Wash, Cow Pat Moisturiser and Frisky Cow Body Wash. These convey the mischievous element of the products and derive from their original use by the [Cowshed Spa](#).

All in all it seems to work very effectively, certainly stands out and is very artistic. Hopefully it will hit the shelves in Australia soon.

just a thought....

'Diplomacy is the art of letting someone have **YOUR way**'.