

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: Trendy packaging for America's new product 'essn'.

### Putting the sparkle into fruit juice

essn is an American product that was launched in July 2003 and took the country by storm. Not only does it come in a trendy and slick package design, it contains a unique blend of sparkling all-natural 100% fruit juice. The juice itself is a blend of multiple fruits and therefore the flavour is unique. The name essn is in reference to the fruit essence of the drink – short, catchy and clever!

The can was originally designed to connect with younger, ultra-hip trend setters, while still communicating the fact that essn is an all natural 100% sparkling fruit juice with no added sweeteners or preservatives. However, the result has been a product that has been very well received by all age groups and health conscious individuals searching for a better alternative to soft drink. Because of its slick, modern design, it has also captured

the attention of the night club and bar scene – it is great by itself, on the rocks or mixed with your favourite spirit.

This stylish product will be hitting Australian shelves very soon says Mila Benigo, Marketing Manager of essn. It's ready to drink, sleek and we expect the powerful bullet can to definitely stand out.

### Happy Birthday to us!

We're proud to announce that on November 27 2006 DeMo celebrates 10 years in the package design business. Like all 10 year olds, we plan to celebrate with lolly bags and fizzy drinks! Thanks everyone for supporting us over the years and we look forward to more good times ahead.





### Rosemount's new diamond-shaped bottle!

A new chapter has begun for the Rosemount winery. After more than 30 years of winemaking they are launching innovative new diamond-shaped bottles and labels. Look out for it in stores from this month.

The new wines maintain the easy-drinking, youthful style for which Rosemount has become famous. They are packaged in groundbreaking new bottles with a striking diamond-shaped base, which tapers up towards a traditional, round-shouldered bottle. The unique, prism-like effect maintains traditional wine cues, while introducing something totally unique for the wine category.

The bottle's footprint is a reflection of Rosemount's unique diamond-shaped label, which has served as a beacon for consumers in past decades.

Rosemount Global Brand Director Simon Marton said that the new bottle and wines signify a return to a position of true innovation and contemporary style for 'Rosemount'.

While perhaps the labels themselves could benefit from a better revamp, the bottle is certainly impressive and sure to have standout appeal and invite wine buyers

to look at, touch and try the Rosemount family of wines. Cheers!

### Simplicity works for My Dolmio

A growing packaging trend we've observed over the last year is that very simple, focused packaging is resonating strongly with consumers. Designers are increasingly responding to often complicated messages in very simple ways, and it seems to work.

One example of this is Masterfoods' product My Dolmio sold in the UK and Ireland. My Dolmio is a range of delicious pasta sauces targeted specifically to kids. The sauces are packaged in convenient, single-serve, stand up pouches.

The uniquely curved shape of the pouch helps to ensure that when the container is opened it is less likely to 'spurt out' when heated and poured. There is also a playful part that you'll notice – a thumbprint. This clever design feature tells children where to hold the package when it's hot. We think this is a very simple and effective way to communicate the message and a fun way of connecting to the consumer! The playful copy on the pack appeals to the My Dolmio main purchaser while the cute smiley face on the front of the pack gives it a friendly and playful feel which resonates well with the kids.



*Above right: Rosemount's new diamond-shaped bottle..*

*Above: New "my Dolmio" packaging for Ireland and the UK.*