



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: Lactofree Milk cartons from UK

Below: Squeezy packaging designed for children in the UK.



### A cow of a design for lactofree

While one of our team members was searching the shelves in the UK earlier this month, they came across this very striking packaging design for a very old favourite, the milk carton.

This particular product is a lacto-free, semi skimmed milk product, targeted at the growing market of people who are lacto intolerant.

While the packaging design features simple colouring and nice clean designs, it still jumps out at you from the shelf as you stare into the eyes of a cute, but slightly serious looking cow. It is especially effective when viewed from an angle. The name and imagery make it instantly recognisable as to what the product is offering.

Smart, bold, simple and oddly intriguing, we think this is a refreshing approach to a traditional category.

### Putting the squeeze on yoghurt packaging

Another interesting product that we discovered on the shelves in the UK is this eye-catching Squeezy low fat yoghurt for children.

By hitting a unique balance between the traditional yoghurt you'd eat with a spoon and the new, but very common drinking yoghurt, it stands out in a crowded market as a solution perfect for a snack on the go.

It is easy for children to eat and convenient to throw in lunch boxes with no mess, and no spoon needed. The design is playful enough to catch the attention of kids, yet subtle and nutritious-looking enough to appeal to the Mums, who are the main buyers. We can't help but think we'll be seeing this style on Australian shelves soon, as we think it's a great way to display and consume yoghurt.

### Thanks everyone! Have a fantastic Christmas

As another year rushes to a close, we wanted to take this chance to say thanks for your interest in our newsletter, thanks for supporting DeMo and thanks for your feedback and comments throughout the year.

From all of us at DeMo, we wish you a very Merry Christmas and a safe, relaxing and refreshing start to the New Year. We look forward to revisiting your inbox in 2007!

