

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.



Below: Walkers Sensations Crisp Chips

Right: Christmas Edition of same range



That's Christmas wrapped for another year

Christmas presents aren't the only things that should get wrapped for a special occasion.

Spotted by one of our designers while in the UK, this clever packaging is for Walkers, one of Britain's most loved crisp chips. They are positioned as a premium treat to be enjoyed alone or shared with a friend.

We thought this packaging was bold, different and appealing, that's why it caught our eye on the shelf.

Walkers pushed their crisps as a gift to share with friends over the holiday season and even gave it a special look for the Christmas period. The vibrant colours and strong shapes against the crisp white background bring out the appetising imagery on the front of the packaging. Hungry?

The corporate squeeze

With some great work being done in the UK at the moment, we continue to scour the market for innovative packaging ideas. Here's an old brand with a new approach to serving sauce.

Heinz has been an iconic brand for many years and it is still going strong on shelf. We

came across these Heinz 'Squeeze Me' sauces in a supermarket in England and thought it was a nifty new way to store, sell and serve their range of sauces.

These small squeeze packs cater to the growing need for quick and convenient food on the run. The rounded packaging is designed in the same shape as the Heinz logo while the interesting soft feel give it a unique position in the sauces category.





Above right: Belvoir Cordial from the UK

Below: Belvoir Cordial website

Farm fresh cordial anyone?

As juices become evermore popular, standing out in this competitive market is tough. So when Belvoir Fruit Farms launched a range of juices in the UK, they decided to take a different approach to the competition.

Belvoir introduced real fruit juice drinks pressed on the farm. They contain no colours, flavours (natural or artificial) or nasties such as artificial sweeteners. While they maintain a fresh, natural juice look and feel, the products need to be diluted with still

The gorgeous labels, elegant typography and gourmet flavours – for example Ginger, Lime & Lemongrass and Elderberry – are a far cry from the red and green memories many of us have of cordial. The packaging design screams organic, natural and farm fresh. We found it very appetising and pleasing on the eye.

We also like the synergy between their packaging and other marketing material. From on shelf to online at www.belvoirfruitfarms.co.uk we found their form of expression cute and cheeky, and felt that the overall design was very effective.

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