

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: Amazing packaging from Marks and Spencers in the UK.

Below: Side of Sandwich box.

### Thinking outside the sandwich box!

This next piece of packaging design comes to you all the way from Marks and Spencers premium groceries in the UK. Why did we think it was worthy of a spot in our hand luggage?

The entire carton is carefully constructed from environmentally friendly products. The window is made from corn starch rather than plastic and the cardboard is from sustainable resources certified by the Forest Stewardship Council (FSC).

Another ingenious aspect of this packaging is how it offers interaction with the consumer. As shown in the image, the way you open this sandwich box is simple and unique. The carton engineering is fantastically uncommon for such a common food product.



Marks and Spencer have carried their theme of healthy, natural and delicious food throughout their packaging.

In terms of overall aesthetics, function and environmental friendliness, we loved this packaging concept and can't wait for this style to catch on in Australia!

### Here's to the Cheer Pack!

Young and dynamic West Australian wine company, Palandri Wine's, has invented a world first in wine packaging called the Cheer Pack. Designed to suit modern, mobile lifestyles and address environmental concerns, the new wine packaging is made from a fully recyclable plastic/aluminium foil combination perfect for outdoor festivities or everyday drinking.



Above : Palandri's Wine innovative packaging

Below: DeMo's NPD service



If you want to get technical, the pack is a laminate made up of layers of plastic film and aluminium foil. The outer layer is a clear plastic film printed with artwork, the second layer is the aluminium foil, the third layer is a thicker plastic layer for added strength and the thinner layer is food grade plastic.

The innovative new pack weighs in at a miniscule 15 grams. Compared to 500 grams for a traditional bottle, it is an extremely lightweight packaging alternative. Light, unbreakable and easy to throw in any bag, it's a fun and convenient option for travelling or picnics with friends.

The idea is now also being explored overseas in Irish clubs to lessen risks associated with drink spiking. The smaller nozzle and sealed screw top are great innovations in terms of safety and convenience.

So raise your glasses and give three cheers to Palandri Wine's Cheers Pack, another nifty Australian invention that is sure to be a hit!

### Innovate or die: why NPD is so important

Whether they are creative application ideas, added innovations, brand extensions or entirely new goods, new products are

an essential component of long-term business success.

*"If we do not continue to grow, we die. To grow, a company must continue to learn, research and to make a difference in its industry."* George Gruenwald in New Product development: Responding to Market Demand.

Today's accelerated rate of change and information sharing means companies will inevitably face increased competition in their market niches. New products are essential to survival –innovate or deteriorate.

Consumers love to ask "What's New?" and are constantly searching for the latest and greatest. With a seemingly unlimited demand for new products and variations on existing products, companies must continue to research and develop their products to maintain market share and grow sales.

Strong visuals at concept stage play a key role in delivering a completely successful new product launch. DeMo offers a specialist service which is fast and cost effective helping companies turn their marketing ideas into packaging visuals for research. If you would like more information on this service give us a call on 02 9360 3500.

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