

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.



Above: New packaging in the UK for Angel Delight

Delightful packaging for Angel Delight

For those of you who are not familiar with [Angel Delight](#), it is a formula that makes a delicious pudding for children. With such a delicious and fun filled product offering, it's no surprise that the packaging followed suit.

The delightful photography of children has been neatly manipulated by adding exaggerated features such as moustaches, beards and big ears made of the Angel Delight pudding.

It's a very simple yet very effective way to turn a common product feature (gooey texture) into a fun and appealing proposition for buyers and consumers. It certainly sets this pudding apart from the rest.

Launching DeMo extreme makeovers!

Yes, reality TV has finally reached email newsletters. Next issue DeMo will be launching a new extreme makeover feature in our newsletter. Every second month or so, we'll be making over the packaging of a product suggested by our readers.

Simply tell us what product packaging you think needs an extreme makeover. We'll pick one, redesign the packaging and show you the before and after results in our newsletter.

Don't be shy! Email your makeover suggestion(s) to mail@demodesign.com.au



Above : Wet Bone packaging with interesting structure.



Water pouches for pampered pooches

Wetbone Co, a company based in America, has introduced the first-ever flexible standup pouch for dogs' drinking water. It's like a portable water bowl full of purified, vitamin-enriched water. The vision was to give dogs the same drinking mobility that we humans enjoy.

It's a nifty little design divided into separate compartments. The bottom section is a reservoir for the water, while the top serves as the drinking bowl. A tear strip can be removed from the top of the 'bone' and the water pouch opens from its resealable press-to-close zipper. Unconsumed portions of the water then trickle back down through the channels into the bottom receptacle.

Two years in development from idea to final product, there were plenty of design challenges included creating a sturdy package that stands upright, a product durable enough for rough treatment, portability, appropriate flow rates for drinking and an end result that made sense financially.

While clearly a little 'out there', we think this is a unique idea that is thoughtfully executed to deliver a product and packaging combination that works beautifully for dog lovers.

What we're reading this month

The Marketers Guide to Successful Package Design gives you the basic principles for achieving a compelling competitive advantage through packaging.

The Authors, Murray J, Lubliner and Herbert M. Meyers, distil their vast knowledge on achieving successful packaging design into a very practical guide. It clearly links broader strategic marketing issues with the nitty gritty of effective design solutions.

It's well worth a look as a practical reference for those with a specialist interest in both brand identity and package design.

