

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: TWIST sponges with clever packaging design

Clean up the dishes and the earth!

We recently came across these nifty new eco-friendly kitchen sponges and bathroom loofahs from a company in America.

They're called TWIST and with their clever packaging and product design, they appeal to the fast-growing group of eco-conscious and fashionable shoppers. Not only do the embossed cut outs and contemporary design look stylish, the packaging can be cut and folded into a bird-feeder once opened! The natural sponge product is also 100% biodegradable.

We thought this was a very cute and clever way to recycle the packaging and appeal to environmentally aware consumers. In fact, they say 99.97% of their waste is reused in production in some way.

"After taking a closer look at the sponges and cleaning products in our own kitchens, my co-founder Egil Wigert and I were inspired to create the next generation cleaning component," said TWIST co-founder, Brian Ross.

"Almost every other product in the cleaning aisle has undergone some kind of evolution, while sponges have been the same for decades."

The sponges are made from biodegradable cellulose tree fibre from renewable tree farms mixed with cotton and salt to make the holes in the sponges. The sponge is then rinsed with an antibacterial agent before packaging.

Visually the design is playful and bright and the cut out pack ties in nicely with their logo.

For more information visit www.twistclean.com



Above : EFFEN Vodka
Packaging

Some of you might have seen our next article in PKN News Magazine last month, we hope you enjoy it as much the second time round!

An EFFEN good Vodka

Combining clever packaging design and top shelf vodka, it's no great surprise that this new product captured the attention of our design team here at DeMo!

EFFEN Vodka is a luxury spirit from Holland that from all reports is hitting a chord with consumers around the world. It's also caused a bit of a stir in the packaging design world by breaking the traditional marketing and development norms in this industry.

Developed with input from bartenders, the bottle was designed to balance form and function through its sleek shape, diameter, label and look. In our opinion, they've achieved the first important goal of standing out from the competition on shelf.

While the look is nice and contemporary, the innovation that really stood out for us was the rubber label that surrounds the bottle. It's not only an easy-grip surface for bartenders even when wet, but is also keeps the vodka colder for longer.



ef·fen\e-'fen\ *adj.* Dutch:
1. smooth, 2. even, 3. balanced

The first question we had was just how they got those rubber labels to stay on. Each seamless rubber sleeve is handmade and hand-applied in Holland, one bottle at a time. To ensure a proper fit, the inside of the sleeve is sprayed with water and slip-sealed on the top and bottom.

It was interesting to read what Brad Trayser, Executive Vice President of marketing, had to say about the thinking behind their

fresh approach. "We looked at the vodka industry in general and realised that everyone was trying to come up with something more precious than what came before it." They've certainly moved away from the pack.

We love the name too! In a neat twist it appeals to Australians as a cheeky play on words, while in Holland it means smooth and balanced. The name is probably one reason why word of mouth has helped this premium vodka achieve strong global sales without a huge advertising spend.

Combining elegance and a touch of cheekiness with genuinely practical benefits, EFFEN Vodka has done a great job standing out in a crowded and competitive market. We think that's packaging design worth drinking to!