

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: Fred in the new 6 pack
Below: Fred bottle



The name's Fred, Fred Water

As bottled water continues to be all the rage, the battle to capture a piece of the market is heating up. In a segment where the actual products themselves, i.e. the water, differ very little, it is not surprising that innovative packaging and marketing are all-important.

There's a new cool dude in town who goes by the name of Fred, Fred Water. He's the hot new water in New York and is quickly gaining popularity.

In 2006, Fred decided to team up with five of himself to make a party of six. He got himself a MySpace page and at last count had 257 friends. Not bad for a bottle of water!

Fred's main appeal is his old-school bottle shape and portable 6-pack that is created using recycled board and soy-based inks.

This nicely addresses the fast-growing concern for the environment, especially in terms of bottled water.

Different from anything else in its category, Fred's sleek bottle fits nicely into your hand and features a traditional screw top lid. As for the graphics on pack, they're cool, simple, stylish and very now. It's certainly nice to see spring water with something more original than snow capped mountains!

And for the single ladies out there, according to his MySpace page Fred is a single 28 year old male living in New York. So if you're thirsty for something new, make a new friend at [HYPERLINK "http://www.myspace.com/fredwater"](http://www.myspace.com/fredwater) www.myspace.com/fredwater





How to bring together a big family

When you've got a product family and target audience as large and diverse as Heinz, giving each product its own personality while maintaining brand consistency across the range is a real challenge.

To do this, Heinz has cleverly developed their famous tombstone shaped device that is used to present the main product messaging across all their packaging. While it is used in a wide range of different styles, it is very effective in bringing each product under the powerful Heinz brand family.

One particularly well-designed range from Heinz is their Farmers' Market soups which make clever use of the traditional wrap-around can label. They have developed a continuous design that wraps right around the can and makes the join at the glue flap virtually invisible. That's mass production perfection in the canning factory!

As well as this clever seamless design we also liked the 'casual' home-style feel of the layout. The black panels featuring the copy are suggestive of chalk-written menu boards at a local restaurant. A nice touch and a very tasty soup to boot!

Above : Heinz tombstone shaped device across various products

Below: Heinz clever design for Farmer's Market Soup

