

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

Side: Dorset Cereal 100g packaging - full range

Below: Dorset Cereal large 410g packaging

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.



Getting back to brekky basics

Developed in the UK by Dorset Cereals, the first thing to note is how the design departs from the mandatory product shot or serving suggestion on the front of the box. Instead, using big and bold typography, they emphasise health and taste claims and let the cereal speak for itself.

On the larger packs, clear windows in a simple leaf shape let you see exactly what's inside. This attractive leaf motif is repeated on the smaller cartons as a series of brightly coloured petals which complement the strong, yet natural, pack colours distinct to each variety.

This raw approach is followed through to the boxes which have a slightly rough, hand-made paper texture.

Inside, for freshness and practicality, the cereal is sealed in clear plastic. This also enables the die-cut window to showcase the types of grain and large fruit pieces.

The brand mark 'Dorset Cereals' is foil stamped into each carton. It is a slight diversion from the all-natural feel, yet it does convey a feeling of quality. As you might expect, the products are priced at the premium end of the market more as a treat than a daily choice.

By using a combination of seemingly simple, earthy and subdued design elements, Dorset Cereals have actually achieved a powerful and contemporary result. It nicely communicates the messages of quality, health and taste while creating a look which stands out in an intensely competitive category.



Side: Example of recycling bins at Sainsbury's Supermarket

Below: Simple recycling icon



Sorting the rubbish from the packaging

In Australia we've been separating our rubbish into general household waste, glass and plastics, and paper and cardboard for many years.

However, in the UK the Household Waste Recycling Bill only became an Act of Parliament in 2003. So it was only at this point that many UK councils started to embrace the idea of separating household rubbish. The last few years has seen a major shift with recycling now at the very top of the agenda.

In addition, some councils have now started to limit the amount of waste they will collect from each household. There is a reasonable allowance for paper, but the collection of plastic, glass and aluminium is limited.

As a result, major supermarket chains have created designated recycling points at their stores where consumers can return plastic bottles, glass, aluminium cans, cardboard and newspapers to the point of purchase.

A scheme is also being trialed where shoppers can remove excessive packaging

before they take it home! In a recent government report it was found up to 40 per cent of packaging used by supermarkets in the UK cannot be recycled, so there is some way to go.

Now that consumers around the world are more conscious about assessing and better managing their waste, manufacturers have a vested interest in ensuring that their goods comply with this new green approach. Those that don't respond to this consumer concern are likely to be left behind.

Likewise, packaging designers need to lead the way with innovative, attractive, strong and environmentally friendly packaging ideas.

The new green consciousness is affecting all industries in Australia and globally, and there is no doubt that excessive or environmentally unfriendly packaging will continue to come under fire.

Demo would like to wish you a safe and Happy Easter Break.

