



British

packaging

TWO

Credits

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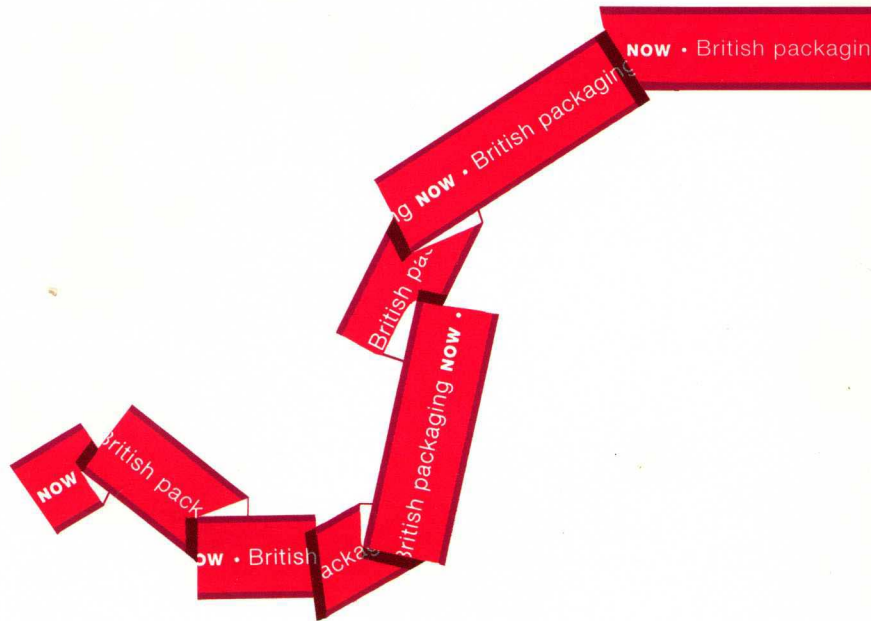
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Contents

- 6 Introduction**
- 9 Food Products**
- 69 Snacks and Soft Drinks**
- 113 Alcoholic Drinks and Tobacco**
- 165 Cosmetic and Medical Products**
- 185 Household Goods**
- 213 Footwear and Clothing**
- 225 Technical Products and Gifts**
- 252 Index of Design Groups**
- 255 Index of Clients**





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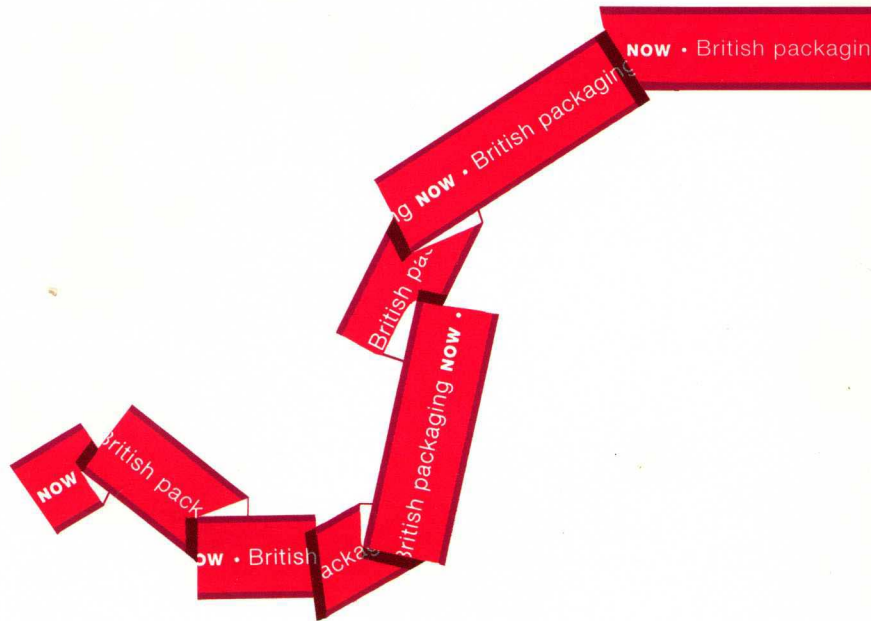
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Introduction

In the five years since we published "The Best of British Packaging" I've been asked many times to produce a follow-up volume, to show how much packaging design has improved in Britain.

In the following pages you will see the work I have chosen as a celebration of the continuing excellence of British packaging design. All of it was commissioned by clients who clearly share my undying belief in the real value of high-quality creative thinking.

In every case, my criteria for including each item were simple. I judged each one only on the merits of its design and typography, the way the designers used illustration or photography, and each pack's ability to communicate valuable information about its contents in a visually interesting way.

For me, work which satisfies these essential requirements is always work which deserves celebration.

And it is work which always succeeds commercially, because it recognises that, no matter how much money has been spent on developing and perfecting any product, it will only sell well if it has been packaged well.

In the case-histories accompanying these examples you'll learn something of the creative and commercial problems involved in packaging design. Some of them hint at the complications of working with the sort of reduced budgets and technical constraints which could hinder lesser minds. They are all evidence of the ingenuity, invention and integrity which are now part and parcel of British packaging design.

If you are involved in packaging design as

a professional, I hope this book will be an inspiration, as well as a mine of information.

If you are simply interested as a consumer, my hope is that next time you are out shopping you will ask yourself whether or not good design has helped you make your choices.



Edward Booth-Clibborn 1993



• **Food Products**

The products in this section include items such as breakfast cereals, complete meals, canned fruit and vegetables, soups, biscuits, cakes and bread, dairy products, teas, coffees and many others which can be found in supermarkets and specialist food shops all over Europe.

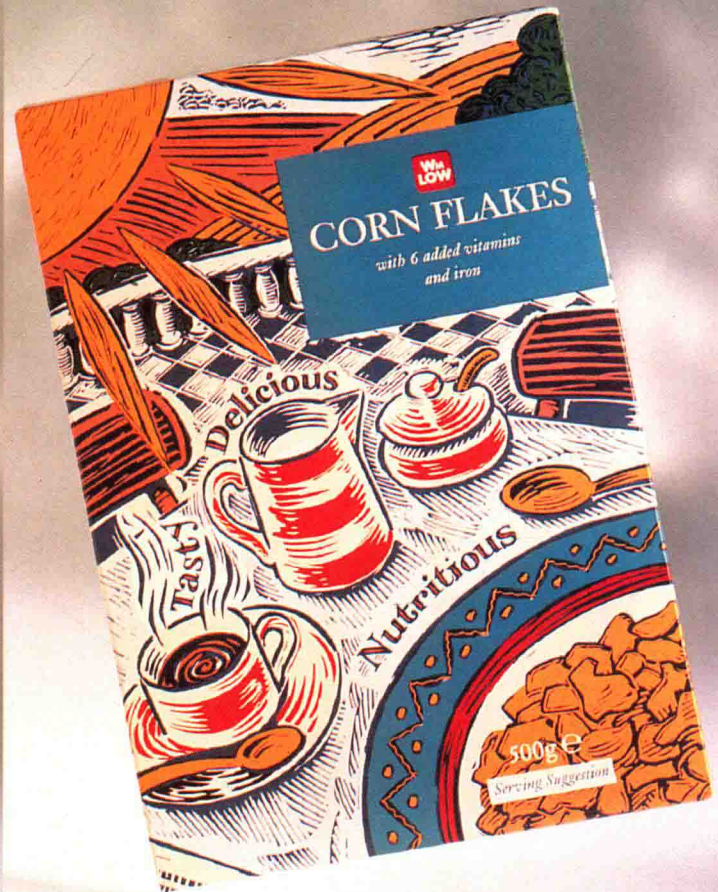
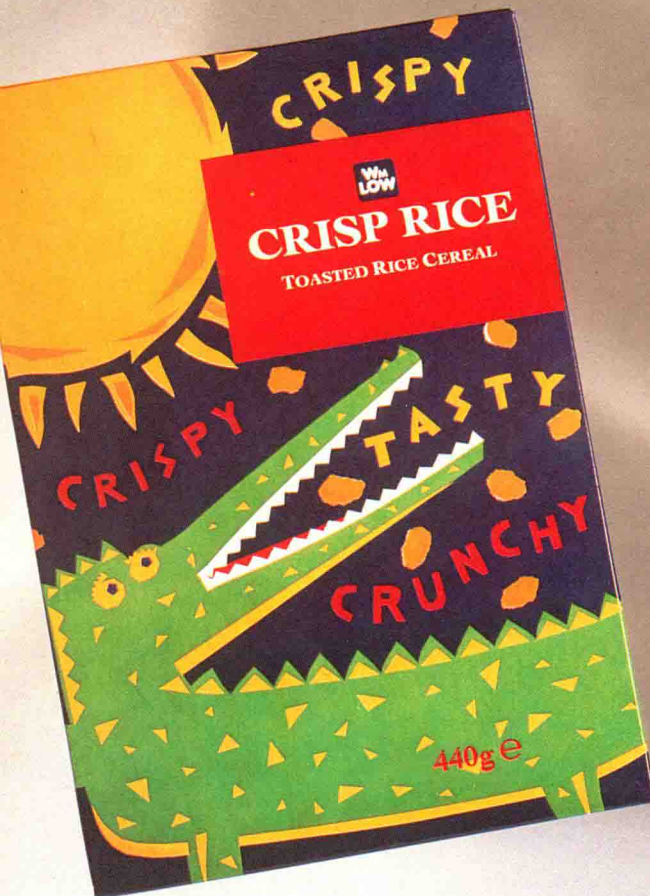


• An own label range of cereals
for William Low & Co plc

Designer: Julie Catling

Art Director: Julie Catling

Illustrator: Iain McIntosh



• **McIlroy Coates Limited**

McIlroy Coates' design uses illustration to explore the theme of morning sunshine for an own label range of breakfast cereals for the Scottish food group, William Low.

By varying the illustration, colour and typography, and by using descriptive copy as part of the image, each pack in the range - Crisp Rice, Breakfast Biscuits, Cornflakes and Bran Flakes - targets a specific group in the breakfast cereal market.

The branding device used to pull the range together and give it shelf impact is a flat colour panel containing the William Low logo and the individual product name. This is always placed to the right of the front face of each of the packs in the range.

- Broadening the appeal of Tesco's Honey & Nut Cornflakes
- Designer:** Kara Sims
Art Director: Chen Tsoi
Illustrators: Terry Hand and Richard Lewington
Photographer: Paul Williams



• **Chen Tsoi Design**

The previous design for Tesco's Honey & Nut Cornflakes featured a cartoon character which had been specifically designed to appeal to children.

The client felt that the new design should have a broader appeal and gave the designers an open brief to create a back-of-the-pack concept which would be readable at the breakfast table.

A playful combination of photography and typography has

been used for the front of the pack, while the back has been designed in the style of a newspaper's front page offering information on bees and honey in an entertaining way.

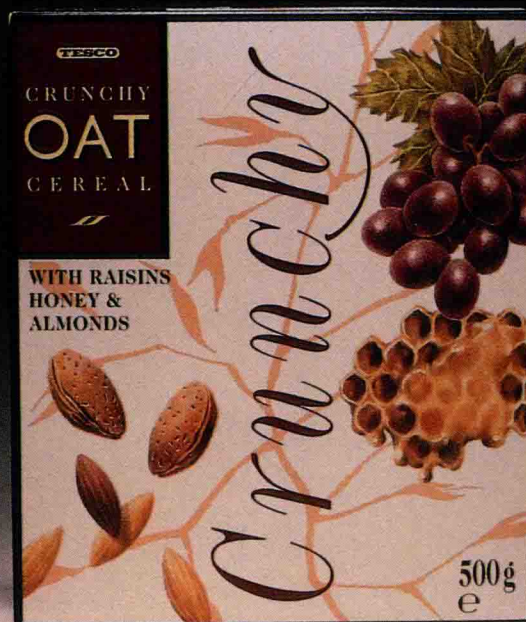
The launch of the pack was very successful. Tesco's even received a letter from the Beekeepers Association, complimenting them on the accuracy of the information. A second version of this has since been introduced.

- *Tesco's new premium muesli*

Designer: Robin Hall

Art Director: Robin Hall

Illustrator: Robin Hall



• **Davies Hall**

Davies Hall were briefed by Tesco Stores to design the packaging for their two new premium breakfast cereals for the adult market. The new-style muesli has a base of toasted oats which gives it a crunchy quality and a fuller taste.

Botanical style illustrations emphasise the product's natural high quality ingredients. The crunchy nature of the product is stressed in

its title and reiterated in the hand-drawn lettering of the word "crunchy" running down the centre of the pack.

The result is a premium presentation which stresses the three main product attributes: taste, crunchiness and quality.



• **Co-operative Wholesale Society Limited**

In recent years it has become much more socially acceptable to admit to eating breakfast cereals, and not just at breakfast time. They are even appearing on the menus of fashionable snack and cafe bars.

With this in mind, when the Co-op decided to up-date their existing cereal range, they also wanted to be able to introduce some unusual new products of their own, such as Choc & Nut Cornflakes.

But to try to compete with a look-alike pack design usually leads consumers to expect an inferior product. So it was decided to produce an "any time of the day" design; one which did not focus on the limiting images of mornings or breakfast time.

The interesting overhead shot of the bowl, surrounded by lots of its ingredients, is deftly used in conjunction with the main feature of the design: a unique wood-cut-style illustration running down the left-hand side of the pack in a torn strip which enhances the "rustic" quality of the overall image.

As colour is always an important identifier for consumers, all the packs have strong colour coding which helps with their impact on the shelf.

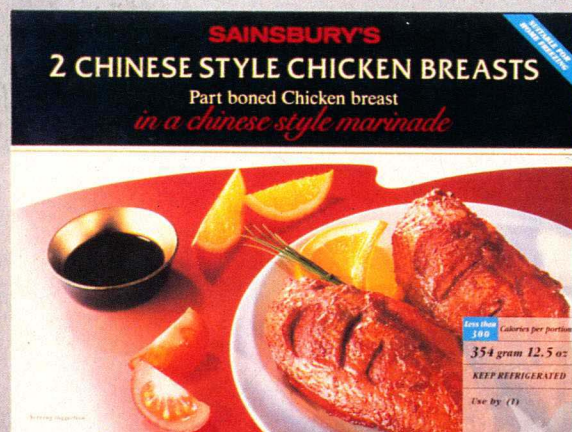
- A break with tradition for the Co-op's cereal range
- Designer:** Elaine Morgan
- Art Director:** Elaine Morgan
- Photographer:** Laurence Hudghton
- Illustrator:** Anthea Helliwell

- A new range of exotic ready meals for Sainsbury's

Designer: Steve Davies

Art Director: Steve Davies

Photographer: Paul Kemp



• Davies Hall

Sainsbury's range of Marinated Chicken ready meals consists of four chicken dishes in exotic marinades.

Davies Hall's combination of strong background colours and appetising photographs both differentiate the products and hint at the origins of the recipes. The photographs of the meals beside the ingredients of their marinades give the packs an exotic appeal. The white flavour trail and back panel create a strong and cohesive identity for the range.