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Packaging

Vol 2

NP3





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Packaging

Vol. 2

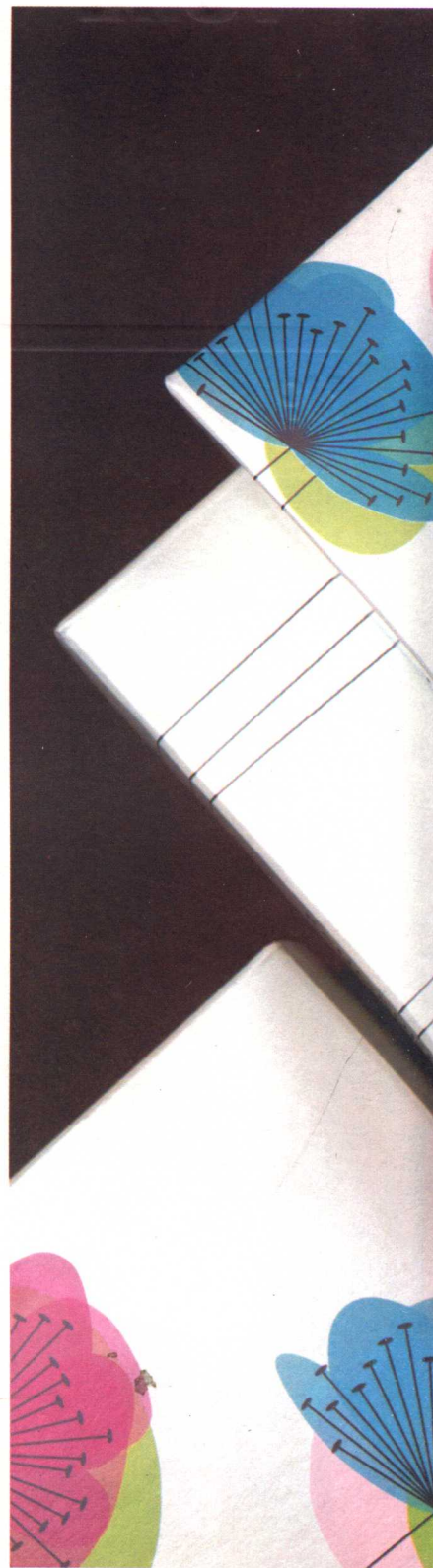
323

常州大学图书馆  
藏书章



002

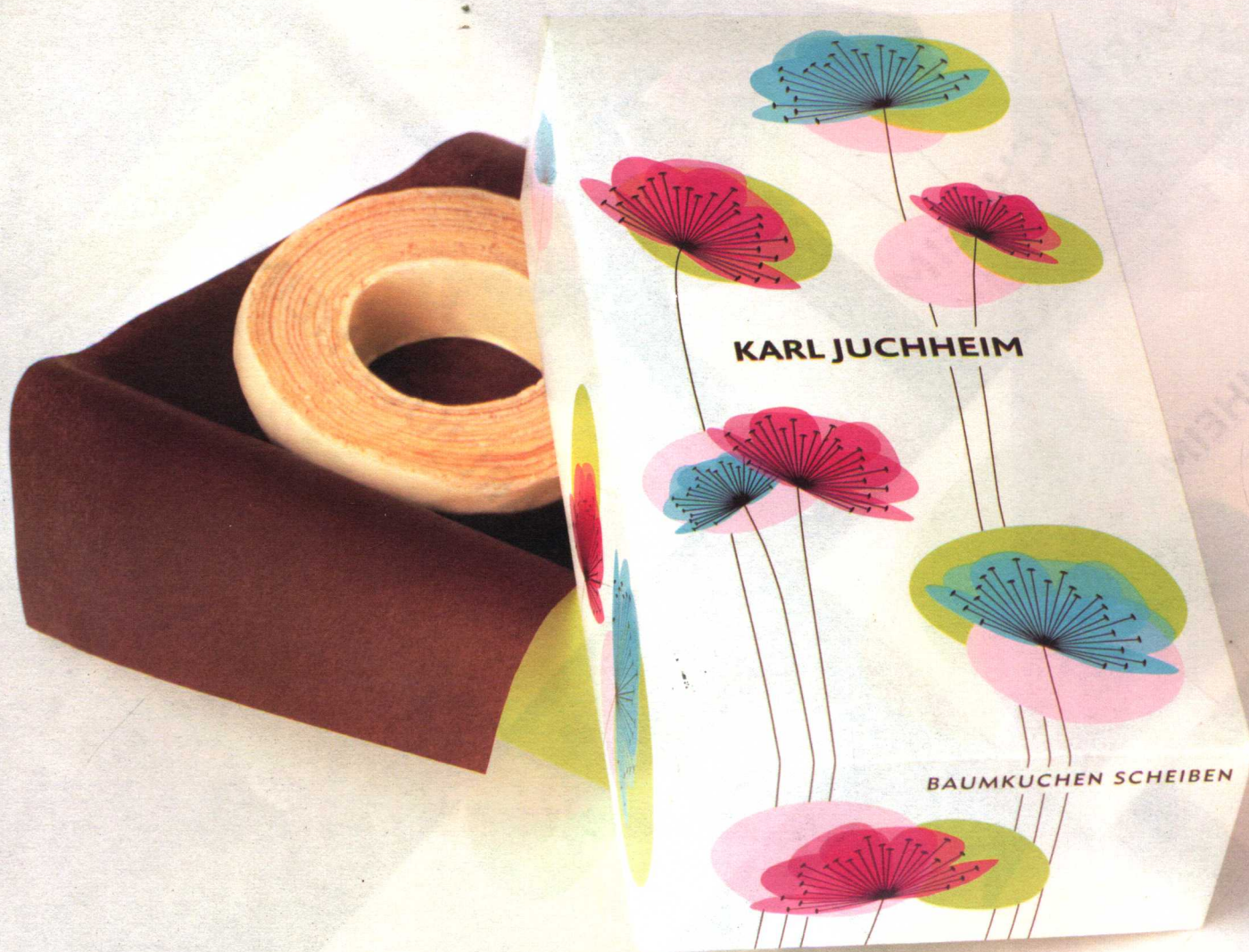
**Karl Juchheim - White Day 2011**  
Client Juchheim Co. Ltd., Tokyo  
Design Peter Schmidt Group, Hamburg



















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## Chocolate Dictionary

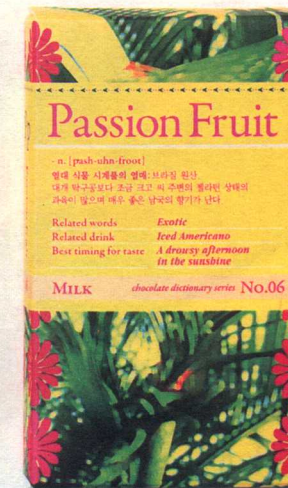
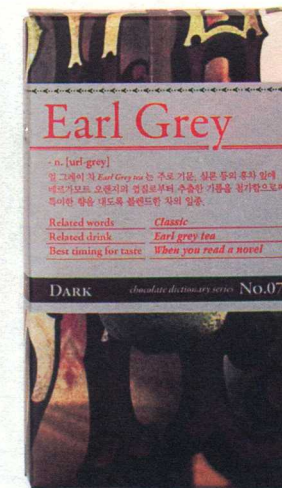
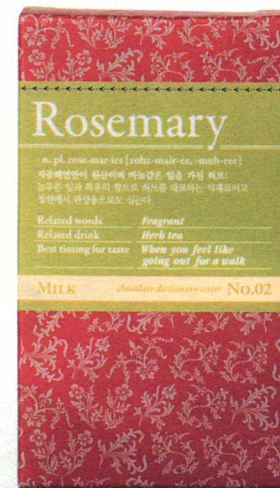
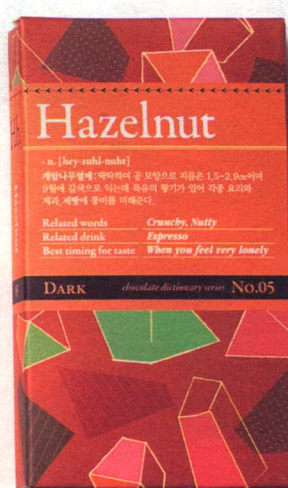
Client: Breadnco Co., Ltd., Seoul  
Design: studio fnt, Seoul

By collecting the packagings of this product series, the consumer can compile his own individual, exclusive chocolate dictionary: the packaging design resembles a book edition and also provides interesting information about the product and the respective flavour. A graphic visual language refers to the type of chocolate and shows diverse and extensive depictions of nuts, plants or other fantasy motifs. Similar to a banderole, the text field with its contrasting colour interrupts the respective cover motif. In the overall view, the edition appears rich in variants but with a uniform design; due to their precious appearance, the chocolate boxes are also suitable as gifts.















## McCafe Packaging

Client McCafe

Design There Design (Sydney, Australia)

We recently created a more 'premium yet playful' look for the entire McCafe packing range, extending to various sizes of hot & cold drink cups, wraps, bags and takeaway boxes. The new look and feel captures the emotional benefits from the sensory experience surrounding coffee, whilst giving a reassurance of quality and positioning McCafe as the benchmark for packaging design in the cluttered coffee chain market.



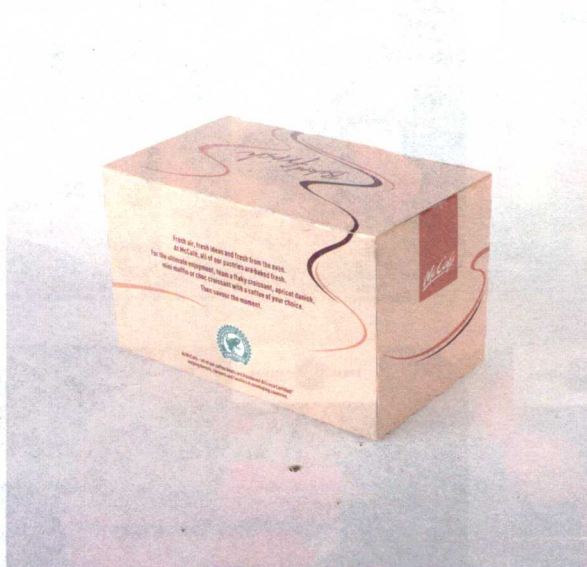
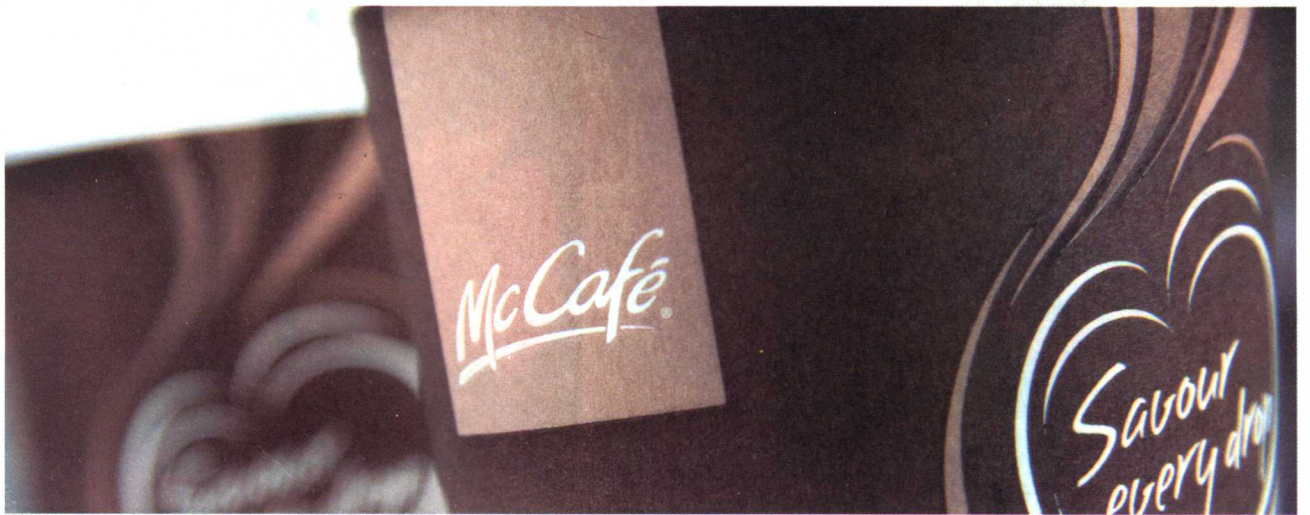
















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## Obstfiguren (fruit figures)

Client: Fresh N Friends  
Design: Scholz & Friends Berlin GmbH

