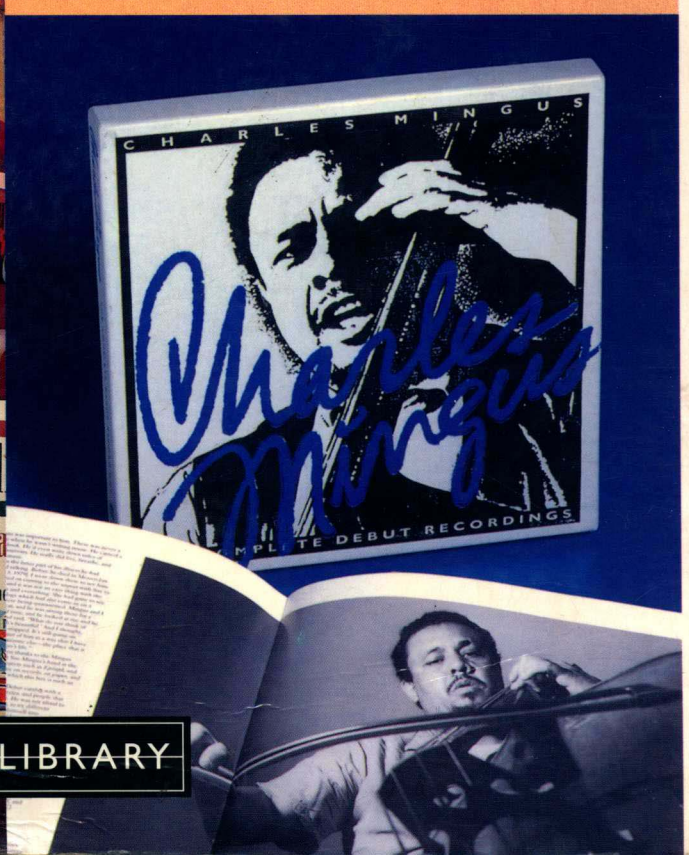


# More PACKAGING





*More*

# PACKAGING



ROCKPORT PUBLISHERS  
GLOUCESTER, MASSACHUSETTS

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Cover Images (clockwise from top left): See pages 46, 15, 48, 7, 43

Manufactured in China

*More*

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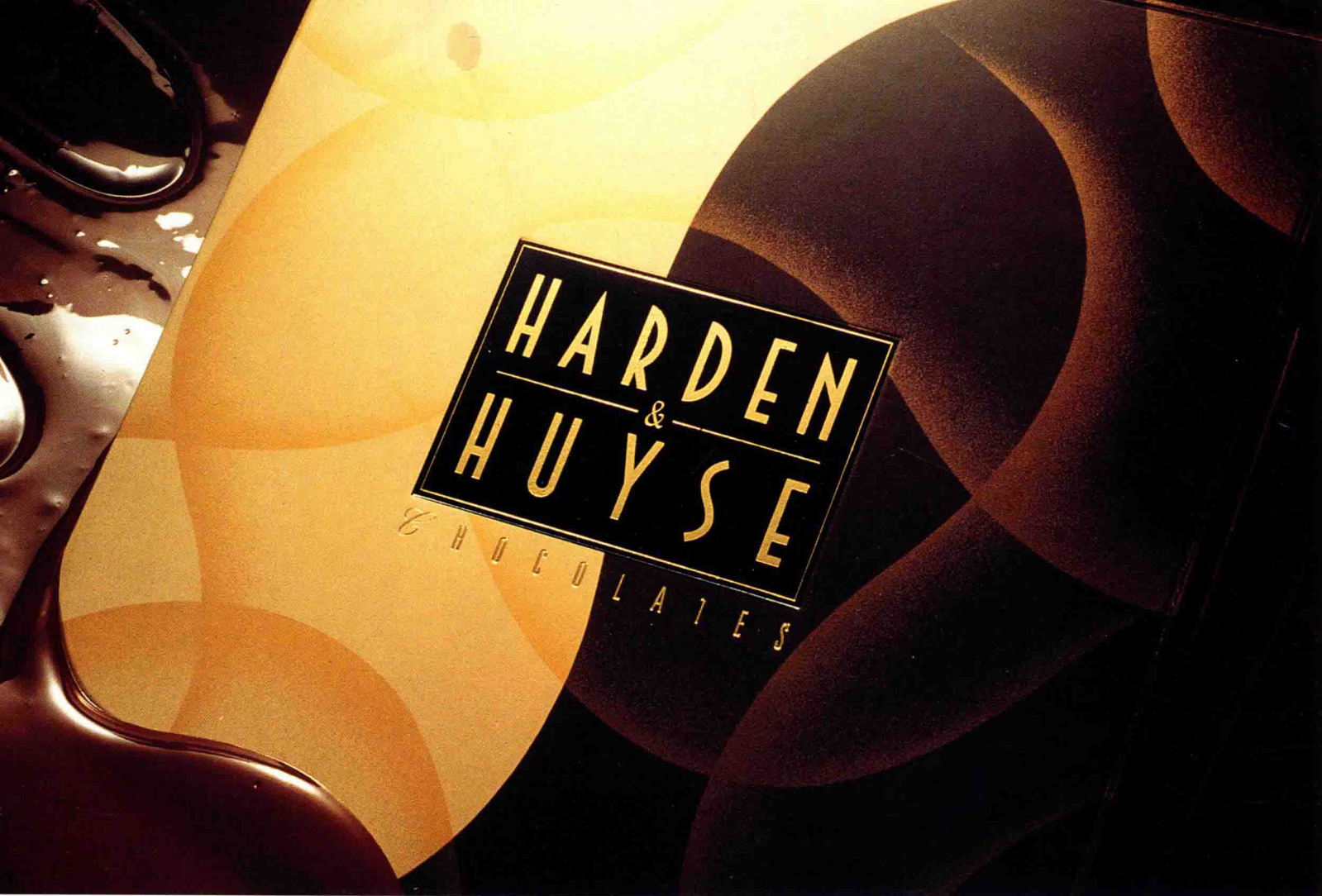


## Introduction

Packaging is the ultimate product promotion. Well-designed packaging supports impulse buying: A good package will entice a consumer to buy something they might not necessarily want or need. But there are a lot of well-designed packaging programs out there. To be successful, a designer needs to create something not only good, but out of the ordinary, simply put, extraordinary. Maybe it is an eye-catching design in a traditionally somber section, like fluorescent bottles in the syrup section. Maybe it is something more sedate in a normally colorful section, like a brown kraft bag in the chips section. Maybe it is radically a new shape, like canisters in the often boxy tea section. There is much to consider, but the designs in this book have taken all the factors into consideration and created successful packaging systems.

From bottles to bags to boxes, you will be able to find a large variety of shapes and sizes of packaging in these pages—sure to get your creative juices flowing. It is an important reference guide not only for the designer, but for the client as well, and will send you on the road to success.





DESIGN FIRM Primo Angeli Inc.  
 ART DIRECTOR Primo Angeli, Carlo Pagoda  
 DESIGNER Philippe Becker  
 CLIENT Harden & Huyse  
 PRODUCT Chocolates

*This design establishes an exclusive, high-end image for the brand on the same level with top international chocolatiers. The design's subtle, melting chocolate-colored swirls communicate a mouth-watering, but refined, taste appeal highlighted by the brand name in elegant gold lettering. Modular containers were designed for both display and cost-effective shipping.*

DESIGN FIRM Haley Johnson Design Company  
 DESIGNER/ILLUSTRATOR Haley Johnson  
 CLIENT Amazing Grazing  
 PRODUCT Gourmet Snackin' Sauce  
 TECHNIQUE Flexography

*This package focuses on the blending of international flavors used to create the sauce. Icons from around the world are used to suggest an international experience of snacking around the globe. The colorful labels are accompanied by custom printed lids.*







**Errico Wines Label**

DESIGN FIRM Platinum Design, Inc.

DESIGNER Pernilla Nilsson

ART DIRECTORS: Ava Schlesinger, Victoria Peslak

*For this label, one PMS color was used with a tint and no bleed for an inexpensive print job of less than 500 labels in total. Uncoated paper was used so there was no need for varnish, and the client did his own assembly.*





DESIGN FIRM Angelo Sganzerla  
 ART DIRECTOR Angelo Sganzerla  
 DESIGNER Angelo Sganzerla  
 ILLUSTRATOR Milton Glaser  
 CLIENT/STORE Flou

*Created for Flou's bed-linen department, the artwork began as a watercolor drawing.*



DESIGN FIRM  
 Angelo Sganzerla  
 ART DIRECTOR  
 Angelo Sganzerla  
 DESIGNER  
 Angelo Sganzerla  
 ILLUSTRATOR  
 Marco Ventura  
 CLIENT/STORE  
 Flou

*Created for the bed-linen department of Flou, the artwork began as an oil painting on cotton cloth.*





#### DESIGN FIRM

Robert Bailey Incorporated

#### CREATIVE DIRECTOR

Robert Bailey

#### ART DIRECTOR/DESIGNER

Dan Franklin

#### ILLUSTRATOR

Katie Doka

#### CLIENT

Boyd Coffee Company

#### PRODUCT

Flavored syrups

#### TECHNIQUE

Flexography

*Flavored syrups are part of traditional Italian feasts and celebrations. Italia D'Oro is a logo and brand identity redesign to support the product upscale acceptance. It was designed in Macromedia FreeHand and illustrated by hand.*



#### DESIGN FIRM

Robert Bailey Incorporated

#### CREATIVE DIRECTOR

Robert Bailey

#### ALL DESIGN

Dan Franklin

#### CLIENT

Boyd Coffee Company

#### PRODUCT

Coffee

#### TECHNIQUE

Flexography

*Boyd's Barista coffee is like the chef's cut of coffee. This design was great for the flamboyant Barista, introduced in November 1995. The product is setting sales records. The packaging was designed and illustrated in Macromedia FreeHand.*





#### Lianna, Swept off Your Feet CD Package

DESIGN FIRM Kelman Design

DESIGNER Keli Manson

ART DIRECTOR Keli Manson

PHOTOGRAPHER Andrew W.R. Simpson

The client was an Independent artist looking to be signed. To keep costs down only two colors were used and the compact disc is only one color. Type is a regular font that altered in illustration: The photographs and type will be used for posters and displays.



#### Aldo and Lucie Costa, Something to Believe In CD Package

DESIGN FIRM Kelman Design

DESIGNER Keli Manson

ART DIRECTOR Keli Manson

PHOTOGRAPHER Demy Romeo

The project is only two-color, two-panel, J-card. The photograph was two-toned and vignettted for interest. Hand-lettering is done by the designer, and the photographs are kept on file for future use.





CLIENT/STORE

Muelhens Inc.

BAG MANUFACTURER

PSPCO/12:34

Ltd./Korus



DESIGN FIRM

Desgrippes

Gobé and Associates

ART DIRECTOR

Phyllis Aragaki

DESIGNER

Marion Cledat

ILLUSTRATOR

Marion Cledat

CLIENT/STORE

Victoria's Secret/Second

Skin Satin

BAG MANUFACTURER

Pak 2000

PAPER/PRINTING

Matte-oriented

polypropylene

*These miniature shopping bags were specially designed for Victoria's Secret Second Skin Satin fragrance, soap, and bath products. Because their size works so well with the soaps, the bags almost become the packaging itself.*



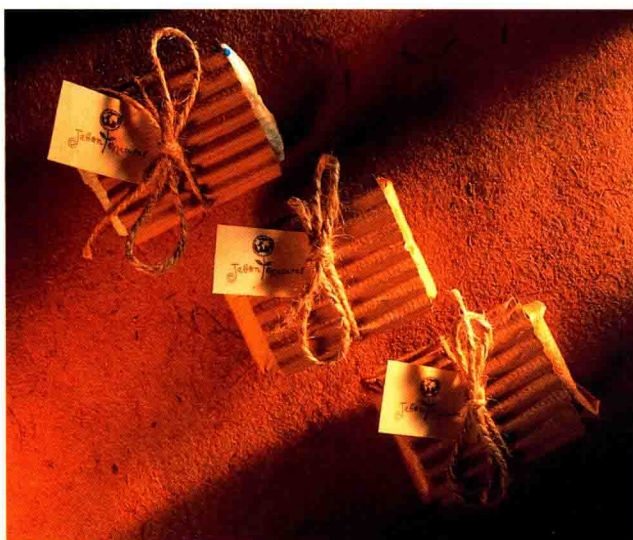
### Mezcal Avila Packaging

DESIGN FIRM Luis Fitch Diseño

ALL DESIGN Luis Fitch

PHOTOGRAPHER Mark Steele

*Whenever possible, natural recyclable materials were used for this package design. All bottles were hand-wrapped with inexpensive maguey fibers made by local artisans. The label was printed on cheap recycled paper in one color.*



### Tabaco Ormelas

DESIGN FIRM Luis Fitch Diseño

ALL DESIGN Luis Fitch

PHOTOGRAPHER Paul Brown

*The cigar box was made from a non-endangered tree species found in the jungles of the Chiapas, Mexico. The package was printed in Mexico on recycled paper.*

### Jabon Natural Packaging

DESIGN FIRM Luis Fitch Diseño

ALL DESIGN Luis Fitch

PHOTOGRAPHER Paul Brown

*To stay within the budget, the package was handmade and manufactured in one color.*







DESIGN FIRM Kan Tai-keung Design & Associates Ltd.

ART DIRECTORS Kan Tai-keung, Freeman Lau Siu Hong, Eddy Yu Chi Kong

DESIGNERS Kan Tai-keung, Freeman Lau Siu Hong, Eddy Yu Chi Kong, Joyce Ho Ngai Sing, Janny Lee Yin Wa

CLIENT Bank of China

#### OBJECTIVE

To design an elegant and collectible commemorative set of new currency notes for a bank

#### INNOVATION

Derived from a vintage Chinese design for book containers, the novel outer box is made of peachwood, a material commonly used for furniture. It houses an inner box of cloth-covered paper with a copper clasp on top that secures it to the outer container. The aesthetic enhances the practical with the addition of six albums that hold the newly-issued notes and corresponding certificates.





Zapotec Indian symbols, copper imprinting, embossing, and weathered metal bindings with rivets help create a feel of Old Mexico.





DESIGN FIRM

Wathne

CLIENT/STORE

Wathne

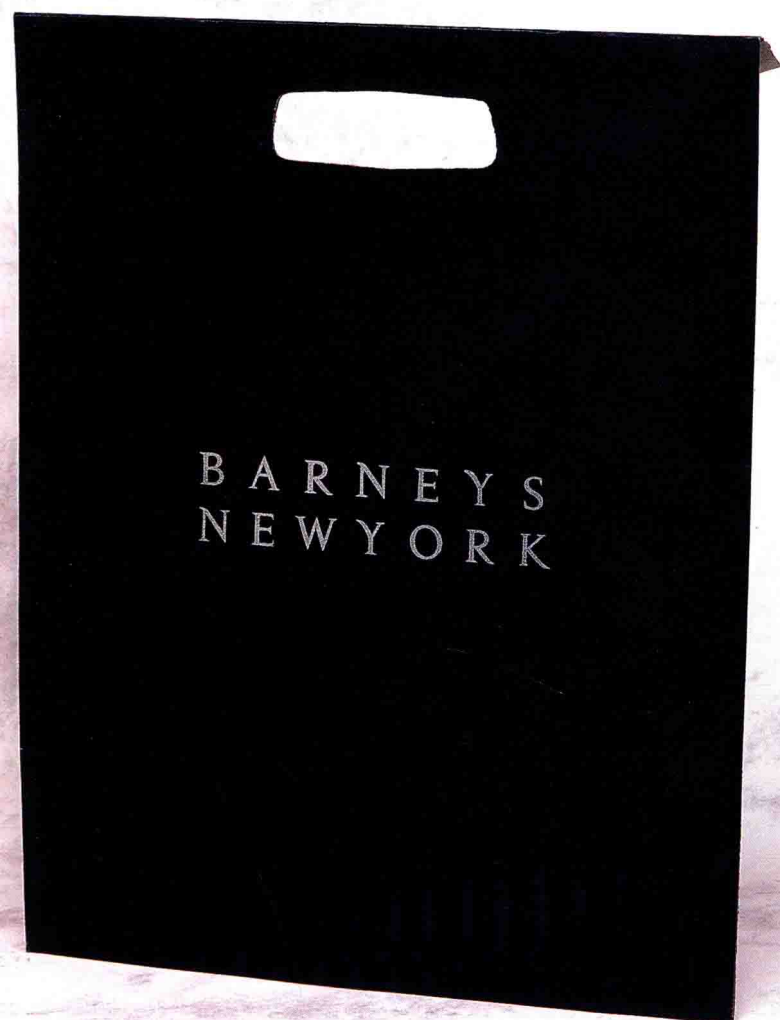
BAG MANUFACTURER

ModernArts production facility,  
El Salvador

PAPER/PRINTING

1-color; embossed;  
debossed; 80 lb. white cover stock

*Wathne uses two bags: the everyday bag is printed in green, and the Christmas bag is printed in gold.*



DESIGN FIRM

Donovan & Green

ART DIRECTOR

Michael Donovan

DESIGNER

Michael Donovan

CLIENT/STORE

Barneys New York

BAG MANUFACTURER

ModernArts production  
facility, United States

PAPER/PRINTING

Heat-stamping

*These bags are printed on heat-stamped, pigskin-embossed paper.*





#### CLIENT

Live Oak Brewing Company Austin, Texas

#### CLIENT CONTACT

Chip McElroy, Brian Peters Proprietors

#### DESIGN FIRM

Kampa Design

Austin, Texas

#### ART DIRECTOR

David Kampa

#### DESIGNER

David Kampa

#### ILLUSTRATOR

David Kampa

*Three beers, each with its own identity, benefit from the overall brand approach of Live Oak Brewery.*

*A singular look to the labels serves as backdrop for unique product lettering. Beer name and label color are the only design elements that change.*

*The handcrafted lettering for the Bohemian-style pilsner refers to Art Nouveau motifs; the German-style brew likewise has appropriate lettering, where the pale ale approach is more whimsical.*