

45

BEST PACKAGE DESIGNS



ALL NEW
PACKAGES
FOR 2013

PACKAGING WORLD

*A photo gallery of recent package designs
hand-selected by our editors.*

FLEXIBLE PACKAGING



The Universal retail brand's 1-qt flexible pouches of motor oil enable significant reductions in packaging material usage, energy consumption, carbon emissions, and landfill waste versus plastic bottles.



In its production facility in Kungshamn, Sweden, Leröy Smögen Seafood AB is using thermoforming to produce a modified-atmosphere package of sliced salmon with an easy-open feature and a peg hole for retail versatility.

FLEXIBLE PACKAGING



The use of a peel-and-reclose packaging system for Walkers Shortbread cookies creates convenience for today's on-the-go consumer and extends the product's shelf life.



A credit card-sized flexible packet containing flavored, powdered medication delivers perhaps the ultimate dose of consumer convenience and portability for six different UrgentRx products.

FLEXIBLE PACKAGING



Two varieties of Malibu Rum premixed, ready-to-serve cocktails were introduced in a 1.75-mL pouch format that offers 10 6-oz servings, uses a proprietary multilayer film lamination, and employs a leak-proof dispensing nozzle.



Source: Lovelypackage.com

The Evolve brand's premium, organic, cold-pressed oil packages embody a cultured ethos, with chic 330-mL carafe-style glass bottles and refills in seal-fresh pouches.

FLEXIBLE PACKAGING



Source: Lovelpackage.com

Artisan popcorn maker 479° Popcorn developed a new pouch to hit a lower price point, facilitate a stronger wholesale push, and reach a broader sophisticated audience with elegant minimalism.



Canada's Mastronardi Produce Ltd. developed a novel—and fun!—on-the-go snack and lunch-box packaging option for cherry tomatoes masquerading as candy.

FLEXIBLE PACKAGING



Kraft introduced a new flexible packaging solution for the cheese market in South America with an easy-open/reclose feature and a metallized overwrap.



This recyclable, recloseable stand-up pouch application was developed in cooperation with biodegradable laundry detergent marketer Savvy Green.

FLEXIBLE PACKAGING



Halls' newest stick package introduces a new opening experience that decreases consumer frustration with previous, tedious package designs.



Chiquita's pouch packaging for portion-controlled products offers a bowl-like snacking experience, catches the eye with a novel package format, and guides the user with clear graphic illustrations on the proper opening technique.

FLEXIBLE PACKAGING



Individually wrapped bananas, potatoes, and eggs are not new, but precooked, single-serve cobs of corn recently showed up at convenience stores in Japan. For 360-degree view, click here: www.Bit.ly/pwe00454



Snack-food maker Utz Quality Foods, Inc. takes a minimalist approach to multipacking single-serve potato chip packs with a brick-shaped format that displays beautifully in the store.

LABELING



Source: Lovelpackage.com

Dillon's Small Batch Distillers has created a crisp, easy, and cheerful brand and package that tell the story of pure natural ingredients and transparency in the Dillon's process.



Children's AccuDial liquid OTC medications use a patented two-part label that can be twisted to reveal the correct dosage through clear windows.

LABELING



Pancake syrups for the grocery aisle use a pressure-sensitive label with the IHOP logo, prominent "At Home" branding and the brand's color palette.



Nivea PVC film is printed via flexography in four colors.

LABELING



Source: Lovelpackage.com

The color palette included black and white, and an accent color associated with each product. Graphics were printed on white matte labels, the blanks were filled out by hand, and then the center image was rubber-stamped.



Source: Lovelpackage.com

This label design evokes a sense of whimsy and respect for the landscape, food, flavors, and culture of this vaunted region. Simplicity, craft, and tradition as well as visual appeal make this label and packaging a standout.

LABELING



The packager gave a dynamic yet casual feeling to the packaging in order to attract a young audience, or people on the go.



The use of lenticular printing produced an exciting double-image that morphs "good" and "evil" when tilting the bottle.

LABELING



Source: Lovelypackage.com

The designer decided to draw each fruit using its own jam as the paint.



Source: Lovelypackage.com

Waldo Trommler Paints chose vibrant labels to stand out.

LABELING



Source: Lovelypackage.com

Labels match the fresh, clean feeling of spring with the nostalgia of a warm afternoon in the kitchen. Bright colors reflect the scent's vibrant, citrusy nature.



Source: Lovelypackage.com

A redesign of 100% natural juices and other organic/bio products, from the Serbian company ZdravoOrganic, included a new label on glass containers.

LABELING



Source: Lovelypackage.com

Sir Kensington's Gourmet Scooping Ketchup 1.5-oz miniature jars evoke the same aesthetic as the larger ones.



Coke Consolidated's Tum-E Yummies kids drink features a peelable corner for this extended label, which consumers tear off to reveal game information, while the full label remains on the bottle.

LABELING



SciClone Pharmaceuticals turned to Schreiner MediPharm's Pharma-Comb label to prevent packaging component reuse by counterfeiters.



Limited-edition Bodyguard Champagne Brut from Piper-Heidsieck is draped in what the luxurylaunches.com blog calls a "sexy red crocodile skin."

LABELING



Softlips balm stick redesign continues a consistent appeal to sophisticated teenagers and young women looking to assert their femininity.

STRUCTURE & BRANDING



This patent-pending design delivers a microwave popcorn package that transforms into a stable, wide-mouth bowl that can be shared and used on the go without spilling.



The neutral background of all the John Lewis products makes the highlighted fragrance color stand out even more.

STRUCTURE & BRANDING



A new 7-oz heat-and-serve mushroom sauté product from To-Jo Mushrooms contains washed, pre-cleaned, fresh mushroom slices along with a Grade-A butter pad infused with all-natural seasonings.



This pressurized dispenser packaging system consists of: 1) a two-stage stretch blow-molded plastic container that can be conventionally filled; 2) an injection blow-molded compressed-air chamber; and 3) a novel pressure control device. The components are assembled using laser-welding technology.

STRUCTURE & BRANDING



The Delhaize Soup package design brings the principal ingredient to life with a touch of humor, while the consistent black-and-white graphic of the waiter's arm and platter visually unifies the whole range.

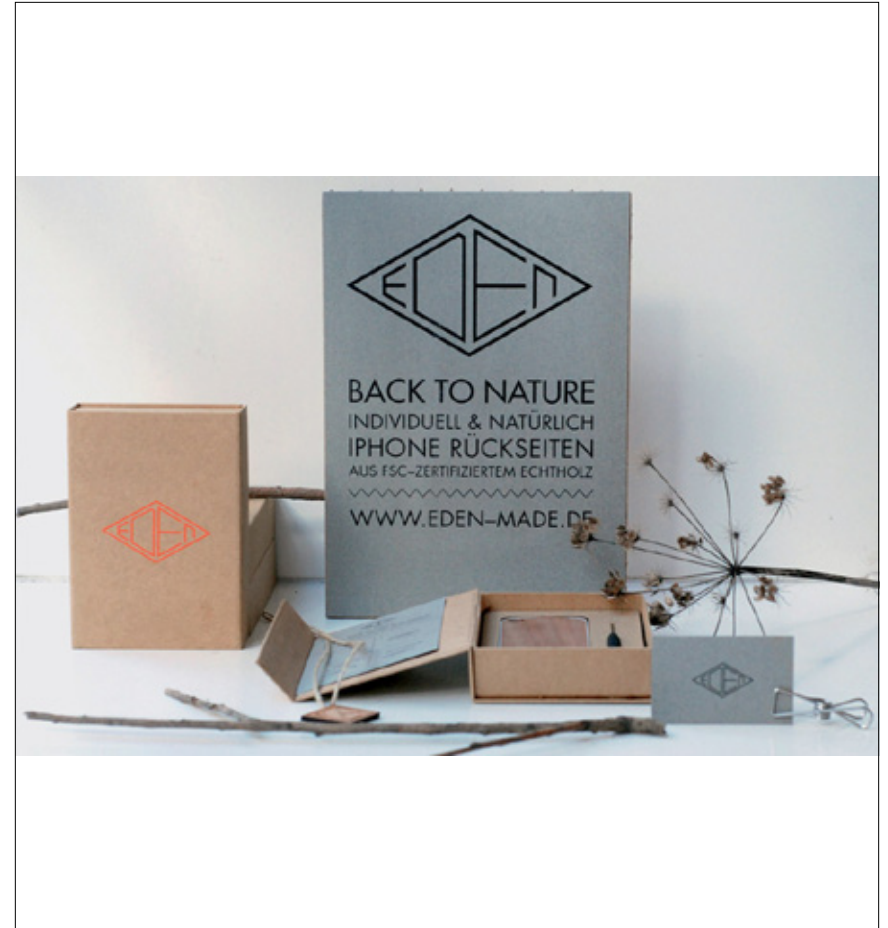


Brand owners in the spirits category have embraced a clean, minimalist design sensibility that also hearkens back to pure, authentic origins.

STRUCTURE & BRANDING



Fischer Audio headphones are state-of-the-art technology now framed in retro-styled packaging featuring natural wood accents with detailed engraving.



Natural tones combined with natural papers bond perfectly with colors and structures of the processed woods for this unique iPhone cover. The packaging's attention to detail reflects the high quality of the product.

STRUCTURE & BRANDING



The boutique store Graanmarkt 13 in the U.K. uses the street address as its brand, but with a human-touch signature over an ever-changing series of evocative, unrestricted phrases.



Four million unique Absolut bottles were created for a special promotion for the vodka maker. The technology developed to create the bottles involved 16 colors, a system of seven spray guns controlled by a PLC program, and a number of bottle mixing stages.

STRUCTURE & BRANDING



Found in a Food Mart in Tokyo, Key Coffee Inc.'s individual coffee brew "Drip On" variety pack brings consumer interaction to a convenient, "brew-it-yourself," cup-top format. www.Bit.ly/pwe00425



An Italian food manufacturer is the first to use a polypropylene squeeze bottle to dispense its line of creamed vegetable products. The multilayer PP bottle and shrink sleeve provide a smooth, streamlined appearance for the product line.

STRUCTURE & BRANDING



Justin's organic, all-natural nut-butter products now use containers having 100% post-consumer recycled PET content.



Valspar Paint's new spray paint formula and spray can design borrows ideas from beauty and personal care for its actuator. A larger finger pad reduces finger fatigue, the chassis is molded in Valspar's gray brand color, and the overcap connotes the color and finish.