PATAGONIAN LIFE DULCE DE LECHE



Properties list:

single product
new product
glass and ceramics
transparent
identity by typography
photo to evoke
identity by photo
jar and pot
labels and sleeves
confectionery and sweetness
end-user packaging

From Tridimage site: "Patagonian Life enterd the gourmet market with a richly stylized package of fine detailed photography that visually expresses the essence of the Patagonian region. Our attention to strong branding creates a strong shelf statement of culinary excellence. Every detail projects a warm, tailored image, and supports the brand promise of an out-of-the-ordinary, indulgently experience. The packaging was awarded the Southern Star Award by the Argentinean Packaging Institute.

Reference: http://www.tridimage.com/

Credits:

Country: Argentina, Buenos Aires

Agency: Tridimage

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