TYRELLS CHIPS



Properties list:

end-user packaging
range of products
new product
confectionery and sweetness
pouch
plastics
contemporary
photo to evoke
identity by photo
identity by illustration

From Popsop.com: "Tyrrells chips UK are wonderful snacks into very good packs. The package design underlines the value of the product itself, adding some ironical images (in the basic line), some illustrations similar to the ones shown in botanical catalogues (in the natural line).

The use of typography is calculated and used to enhance a feeling of preciousness underlined also by the selection of images."

Reference: http://www.tyrrellspotatochips.co.uk/, http://popsop.com/2053

Credits:

Country: UK

Other images:



