

# 12 INCHES

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## Properties list:

information about packaging  
end-user packaging  
identity by typography  
single product  
bottle  
labels and sleeves  
juices  
glass and ceramics  
new product  
unusual structural association  
transparent



From WarDesign site: Imagine being briefed to create striking packaging for a product named after the height of the bottle it's packaged in. With only small print runs required, there was a really opportunity to have some fun. The solution was to design labels that were also 12" long, printed onto packaging tape using different colours to identify different variants. The labels wrap around the bottle creating a powerful and memorable branding device.

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Reference: <http://www.wardesign.com.au/work/12inches/>

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## Credits:

Agency: War Design

Awards: distinction at 2008 AGDA awards.

Other images: