

# FLERIANA

---



## Properties list:

homecare products  
dispensing systems  
other shapes  
folding carton  
flacon  
plastics  
cardboard and paper  
natural  
contemporary  
photo to describe  
identity by photo  
identity by system of colour  
update  
range of products  
end-user packaging  
adults

The Fleriana range of products includes home aromatics and insect repellents, made using a 100% natural formula of essential oils. The range belongs to a product category that is by definition full of products which are heavy on chemicals, aggressive symbolism and brutal colors. The design objective was to aesthetically differentiate the products from the competition and communicate their true essence and completely natural composition. The Fleriana packaging narrates a more natural kind of story, using elegance as its differentiating characteristic and descriptive symbolism to suggest a 'happy end' of product effectiveness.

---

Reference: <http://www.mousegraphics.gr>

---

## Credits:

**Country:** Greece

**Year:** 2010

**Agency:** mousegraphics

**User:** Provipax

## Creative Director:

Gregory Tsaknakis

**Illustrator:** Ioanna

Papaioannou

Other images:

