WAITROSE GAMME

Properties list:
new product
tube
sachet
jar and pot
bottle
transparent
glass and ceramics
cardboard and paper
range of products
identity by system of colour
contemporary
end-user packaging

The design has been around for a while, but it's one that is so well done on many levels. From the grat typography and copy writing, to the simple design nad pleasing color palette that highlights the product itself. The style of typography is how being imitated by many companies. But that is the sincerest form of flattery designed by Lewis Moberly, this like has won numerous awards, including the Design Business Association's Design Effectiveness Award. But the reward of the client is equaly exciting.

This design has been around for a while, but it's one that is so well done on many levels. From the great typography and copy writing, to the simple design and pleasing color palette that highlights the product itself it just works. This style of typography is now being imitated by many companies. Designed by the wonderful Lewis Moberly, this line has won numerous awards, including the Design Business Association's Design Effectiveness Award. But the reward for the client is equally exciting. According to an article by the dba: "In the 10 months since launch, average weekly sales of the Cooks' Ingredients range have been 43 per cent above target. Design development costs were recouped in the revenue from three weeks sales and profitability was achieved in 12 weeks." That's a whole handful of praise.

Reference: Arts Project Packaging Design N.109 - April 2008

Credits:

Country: UK
Agency: Lewis Moberly

Designer: Lewis Moberly

Awards: Design Business Association's Design Effectiveness Award

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