## **WAITROSE OLIVE OIL**



## Properties list:

end-user packaging range of products new product bottle glass and ceramics contemporary identity by shape identity by typography

Packaging design should be smart and simple, says Jonathan Ford. Peralfisher's work for Waitrose olive oil is the perfect exemple of minimal elements making a big impact.

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

Credits:

Country: UK
Agency: Pearlfisher

Designer: Jonathan

Ford

## Other images:



