

# LAPTE DE MONOR

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## Properties list:

- new product
- milk
- gable top
- polylaminated
- cardboard and paper
- ironic
- contemporary
- identity by typography
- photo to evoke
- identity by textures and patterns
- range of products
- end-user packaging
- information about content



Monor, a milk products company in Romania, has launched a newly designed packaging line using black and white (3.5% fat), brown and white (1.5% fat) and dark brown and white (chocolate milk) cow skin designs. The new design is hoped to strengthen Monor's reputation for fresh and natural quality. There's a risk, though, that the squeamish will be turned off by the thought of real dairy cows with real skin and hair producing their milk.

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Reference: <http://www.monor.ro/>

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## Credits:

**Country:** Romania

**Year:** 2012

**Agency:** Vitrina

Other images:

