

# EQUAL EXCHANGE

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## Properties list:

- new product
- contemporary
- cardboard and paper
- plastics
- glass and ceramics
- confectionery and sweetness
- coffee, tea and infusions
- sauces and seasonings
- labels and sleeves
- pouch
- jar and pot
- bottle
- can and tin
- identity by typography
- information about content
- end-user packaging
- transparent
- range of products
- identity by system of colour
- identity by colour

From [Good Creative](http://www.good-creative.com/equal_exchange.html): "Equal Exchange is a workers co-operative who bring the world's finest organic and fairtrade products to the UK. With limited budget and no above the line support the packs have a huge job to do.

Our response was to use tongue in cheek copy to talk frankly to the consumer about the three main benefits of buying Equal Exchange products. With over 67 sku s, it was a copywriters nightmare to ensure every pack was not only different, but reflected each individual product."

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Reference: [http://www.good-creative.com/equal\\_exchange.html](http://www.good-creative.com/equal_exchange.html)

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## Credits:

**Country:** UK

**Agency:** Good Creative

Other images:

