ECOLOGICAL NORGÃ…RDEN



Properties list:

end-user packaging
range of products
new product
fish and meat
tray
flow-pack
clamshell
plastics
contemporary
photo to describe

From Harpun

website: ?Økologiske Norgården (Ecological Norgården) is a new ecological brand from Norways biggest meat and poultry company; Nortura (Gilde + Prior). They wanted a clean and natural look for their packaging. They didn't want a "traditional" ecological design, but still competent and modern. So we wanted to make a design that "acted on the offensive", was attractive and had a strong personality."

Reference: http://www.norgarden.no , http://www.harpun.no

Credits:

Country: Norway
Year: 2009
Agency: Harpun
User: Nortura

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