LAPTE DE MONOR



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.

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

Credits:

Country: Romania
Year: 2012
Agency: Vitrina

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