HALVORS

Properties list:
range of products
new product
fish and meat
folding carton
cardboard and paper
minimal
contemporary
die cut
identity by typography
photo to describe
identity by photo
end-user packaging

From Tank Design website: "Packaging for Halvors Tradisjonsfisk, an exclusive brand of fish products. A design inspired by old traditions and which supports the quality of the product by differentiating it from the competitors. The project has already been an award winner and it is sold through Norwegian retail stores. "

Reference: http://www.tank.no/site/content/en/?textversion=false&language=en

Credits:

Country: Sweden
Agency: Tank

Designer: Sandro Kvernmo

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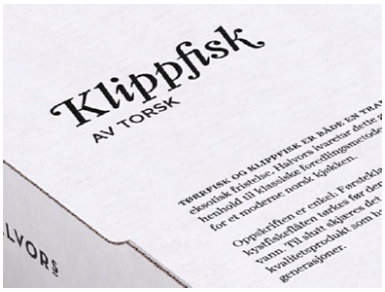

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