

# REAL CHIPS

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Properties list:  
end-user packaging  
single product  
confectionery and sweetness  
pouch  
plastics  
contemporary  
identity by typography  
information about content  
translucent  
new product  
identity by system of colour

Real chips' designed by [Harriman Steel](http://www.harrimansteel.co.uk/).

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Reference: <http://lovelypackage.com/real-chips/> , <http://www.harrimansteel.co.uk/>

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Credits:

**Designer:**  
Harriman  
Steel

Other images:



\* PATATAS BRAVAS IS ALSO A GAUNTLET OR GLOVE THROWN DOWN AT THE FEET OF OUR COMPETITORS, CHALLENGING THEM TO USE 100% NATURAL INGREDIENTS. TO RAISE THE BAR, TO THINK OUTSIDE THE BAG... TO ROCK US FROM OUR THRONE, IF THEY DARE.



\* AND, MY, DO THEY TASTE GOOD. A CHARMING COLLISION OF SIZZLING ZESTINESS AND FORTHRIGHT ZING. BUT PLEASE EAT RESPONSIBLY. WE DON'T WANT YOU TAKING THE DARK PATH OF OUR PIE-EYED COOK.



\* ALTHOUGH ALL OUR CHIPS ARE MADE WITH THE FINEST NATURAL INGREDIENTS, SOME PACKETS MAY CONTAIN TRACES OF CORNERS. IF IN THE UNLIKELY EVENT A PACKET DOES CONTAIN ANY CORNERS, PLEASE DO NOT HESITATE TO SEND THE PACKET AND CONTENTS BACK TO US. DON'T FORGET TO ENCLOSE THE OFFENDING CORNERS. WE WOULD ALSO BE INTERESTED TO SEE ANY SPARE PHOTOS FROM YOUR HOLIDAY, IF YOU HAVE SOME.



\* WE SAY 'CUSTOMERS' PLURAL BECAUSE YOU ARE NOT ALONE IN LOVING 100% NATURAL INGREDIENTS. YOU ARE NOT THE ONLY PERSON IN THE WORLD WITH HIGH STANDARDS AND REFINED TASTE. YOU ARE NOT THE ONLY CONSUMER WITH FORESIGHT, CHARM AND, IF WE MAY BE SO BOLD, LOVELY HAIR.