

# HOMEBASE STONES

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## Properties list:

end-user packaging  
update  
range of products  
labels and sleeves  
flow-pack  
box  
cardboard and paper  
ironic  
contemporary  
unusual visual association  
opaque  
identity by colour  
identity by photo  
homecare products

It seems to be a universally accepted fact that man is in charge of the barbecue. When Turner Duckworth was commissioned to redesign the barbecue range for Homebase, they decided to create some impact. Out went brown card outer, devoid of information graphics, replaced by a coherent range unified by strong black coding and photographs with visual associations: hot chillis for firelighters, graphic mustard and ketchup squiggles for disposable barbecues.

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**Reference:** [Mark Hampshire, Keith Stephenson, DemoGraphics Packaging, Logos, Modena, 2007](#)

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## Credits:

**Agency:** Turner Duckworth

**Designer:** David Turner, Bruce Duckworth, Sam Lachlan

Other images:

