

DEBBY BULL'S REALLY BAD JAM PACKAGING



Properties list:

- end-user packaging
- range of products
- new product
- labels and sleeves
- jar and pot
- glass and ceramics
- confectionery and sweetness
- identity by textures and patterns
- historical, traditional
- hand-made
- transparent

The colorful "Really Bad" labels are letterpress printed on pieces of vintage wallpaper and the philosophical messages are laserprinted. This allows customers to chose by flavor, wallpaper or message preference and the author can change and add to the inspirational messages as often as she likes.

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

Credits:

Agency: Werner Design Werks

Other images:

