

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 preferecnce 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:

