

# ALNATURA SELÉCTION PREMIUM RANGE

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**Properties list:**  
end-user packaging  
single product  
update  
cardboard and paper  
can and tin  
folding carton  
identity by system of colour  
identity by photo  
photo to describe  
confectionery and sweetness

The challenge of designing the packaging for the premium organic brand Alnatura Selección was to combine different aspects of this product line. Primarily the series was to communicate the claim of being a premium product and also the fact that they are 100 per cent organic. Alnatura Selección enhances its independence by a distinct aesthetic design, but nevertheless reflects its affiliation to the Alnatura umbrella brand.

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**Reference:** <http://en.red-dot.org/2119+M5be756b9c02.html>

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**Credits:**

**Country:** Germany

**Year:** 2007

**Agency:** Eberle

**Designer:** Bernd Eberle

**Award:** Red Dot

Award -

Communication

Design, 2008

Other images:

