

ALNATURA SELÉCTION PREMIUM RANGE



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.

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

Credits:

Country: Germany

Year: 2007

Agency: Eberle

Designer: Bernd Eberle

Award: Red Dot

Award -

Communication

Design, 2008

Other images:

