



Properties list:

- labels and sleeves
- additional structural elements
- single product
- sauces and seasonings
- unusual visual association
- wrapper
- flacon
- historical, traditional
- cardboard and paper
- glass and ceramics
- translucent
- identity by packing process
- new product
- identity by typography
- end-user packaging

"Ginjyo" soy source. Kikkoman, the top sharing company of the industry, is the leader of mass production and supply. However, this factor sometimes works unfavorably for itself in comparison with local soy sauce brewers. Though it was mass produced, the company wanted to appeal that it also had a home made taste like this particular product. The project was developed from company's desire so to speak as "Want to convey home made atmosphere." The product was specialized for dip and soup of table use with vivid color, light fragrance and strong flavor given through low temperature brewing for eight months as a higher end product with top quality. The expression of the package was not gilded but simple and hefty style oriented. To implement the expression, the label was single and hand pasted. Thus it became an excellent product hand wrapped in a Japanese wrapping paper.

Reference: http://www.gk-graphics.jp/en/portfolio/package_and_product_graphics/kikkoman_ginjyo_soy_source.html

Credits:

Country: Japan

Year: 2003

Agency: GK Graphics

Other images: