

PRESHAFRUIT JUICES



Properties list:

- end-user packaging
- range of products
- new product
- juices
- flacon
- contemporary
- plastics
- translucent
- identity by shape
- identity by modular structure
- identity by typography

Great work by Australian design firm Pidgeon: "Packaging for a new line of fruit juices by [Donnyboy Fresh Food Company](http://www.donnyboy.com.au/). These unique juices are pasteurised using cold pressure rather than heat, which ensures greater retention of nutrition and natural flavour. The juices are available in the following varieties; Royal Gala, Granny Smith, Fuji, Apple & Lemon, Apple & Pear and Valenica. "

Reference: <http://preshafood.com.au/> , <http://pidgeon.com.au/category/design-by-discipline/packaging/>

Credits:

Agency: Pidgeon

Other images:

