## **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 <u>Donnyboy Fresh Food Company</u>. 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:





