

# ICA JUICE

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Properties list:  
end-user packaging  
range of products  
juices  
new product  
gable top  
identity by typography  
contemporary  
polylaminated  
photo to describe

The Swedish food retail brand ICA's private label stands for high quality at a reasonable price. The project aimed at communicating freshly squeezed juice in a way that differed from international and Swedish brands and capturing the essence of the ICA brand: modern and inspiring. Through a photographic language, a little story is told around the carton: from the fruit to the juice glass.

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Reference: <http://www.silver.se>

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**Credits:**

**Country:** Sweden

**Agency:** Designkontoret Silver KB

**Award:** Pentawards Gold Award "Beverages: Distributors/retailers own brands", 2009

Other images:

