DR. STUART'S



Properties list:

end-user packaging
new product
range of products
coffee, tea and infusions
folding carton
cardboard and paper
fantastic, fairy
ironic
identity by system of colour
identity by illustration

Dr. Malcolm Stuart was one of the first highly qualified scientists in recent times to widely support and promote the many beneficial values of the plant kingdom. His worldwide contributions to the subjects of "herbs" have led to him being described as "the father o modern herbalism". Starting from his experience and knowledge, Dr. Stuart created a range of "extraordinarily good teas". The packaging solution designed to sell these high quality products is characterized by the use of fantastic and dreamlike illustrations which identify the beneficial effects of each tea.

Reference: http://www.drstuarts.com http://www.pearlfisher.com/portfolio/drStuarts.htm http://blog.pentawards.org/?p=1576

Credits:

Country: United Kingdom

Year: 2007

Agency: Pearlfisher **User:** Dr. Stuart's Teas

Award: Pentawards 2007 - Gold A

ward

Other images:











