

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 of 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.drstuart.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 Award

Other images:

