



Properties list:
end-user packaging
range of products
new product
other non-food products
other shapes
cardboard and paper
contemporary
die cut
photo to evoke
identity by photo
identity by system of colour

Axfood wanted to communicate that its products are good value, high-quality and just as trustworthy as the brand leader, only cheaper. BVD was then commissioned to come up with a name and design for the products, so two new brands were created: Fixa and Func, tailored to the Nordic market. In particular, the Fixa series comprises a comprehensive range of kitchen utensils and cleaning implements. The packaging design is essential, but with strong visibility on the shelf, thanks to the use of the photographic shots of several kinds of food. Pictures, in some cases, identify the specific function of each utensil through the representation of its effect on food (e.g. slices of cheese, cut onions, etc.).

Reference: <http://www.bvd.se/en/projects-packaging-axfood-1.htm>

Credits:

Country: Sweden

Year: 2008

Agency: BVD

User: AxFood

Other images:

