

# WILLYS BREAD

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## Properties list:

range of products  
update  
bakery and bread  
flow-pack  
plastics  
identity by textures and patterns  
end-user packaging

Willys own brand of bread goes for the tradition with this packaging: the square, stars or stripes pattern looks like the fabric canvas that has always been used to cover fresh bread.

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Reference: <http://www.carolineigel.se/post/Patterns-for-Willys-own-bread.aspx>

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## Credits:

**Country:** Sweden

**Year:** 2009

**Agency:** BAS Brand Identity

**User:** AxFood

**Designer:** Caroline Igel

Other images:

