

WILLYS BREAD



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.

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

Credits:

Country: Sweden

Year: 2009

Agency: BAS Brand Identity

User: AxFood

Designer: Caroline Igel

Other images:

