

# GARANT CHIPS

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Properties list:  
end-user packaging  
range of products  
new product  
snacks  
flow-pack  
plastics  
contemporary  
photo to describe  
identity by system of colour

New packaging for all new products, Garant chips made with sunflower oil ? not palm oil. These packs are characterized by the use of strong colour gradients used both in the background and in the typography. The chips seem to float in mid air, while a sunflower in the upper right corner informs the user on what type of oil has been used.

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Reference: <http://www.carolineigel.se/post/Garant-crisps.aspx> , <http://www.tyckomgarant.se/Produkter/Snacks/>

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## Credits:

**Country:** Sweden

**Year:** 2009

**Agency:** BAS Brand Identity

**User:** AxFood

**Designer:** Caroline Igel

Other images: