

ECOLOGICAL NORGÅ...RDEN



Properties list:

- end-user packaging
- range of products
- new product
- fish and meat
- tray
- flow-pack
- clamshell
- plastics
- contemporary
- photo to describe

From [Harpun](#)

website: Økologiske Norgården (Ecological Norgården) is a new ecological brand from Norway's biggest meat and poultry company; Nortura (Gilde + Prior). They wanted a clean and natural look for their packaging. They didn't want a "traditional" ecological design, but still competent and modern. So we wanted to make a design that "acted on the offensive", was attractive and had a strong personality."

Reference: <http://www.norgarden.no> , <http://www.harpun.no>

Credits:

Country: Norway

Year: 2009

Agency: Harpun

User: Nortura

Other images:

