

# SWEET'S GOURMET TAFFY

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## Properties list:

- end-user packaging
- new product
- range of products
- confectionery and sweetness
- folding carton
- cardboard and paper
- ironic
- contemporary
- unusual structural association
- identity by shape
- identity by illustration
- identity by system of colour



Sweet's Candy needed a rejuvenation for their century-old product and a face lift for their decades-old packaging. Something to match the quality of the product and launch it into a category all its own, Gourmet Taffy. The solution came in the form of the Sweet's custom Taffy Twist Box. This unique design leveraged the talents of a local manufacturer to get out-of-country prices at an in-state establishment. As a result, Sweet's has now sold over 750,000 units and counting of Signature Series products based on design alone. Now that's taffy.

The Sweet Candy Company design team of the winning packaging includes: the paper box supplier for the candy - Utah Paper Box and the high-end creative shop - Struck. What makes this packaging so unique is the patent pending design of the box that Sweet Candy and UPB developed together. The box has two ends that "twist," mirroring the twist ends of the taffy inside. The graphics of the packaging highlight the richness and distinctiveness of the candy.

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Reference: <http://www.struckcreative.com> , <http://www.sweetcandy.com>

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## Credits:

**Country:** United States of America

**Year:** 2010

**Agency:** Struck

**User:** Sweet Candy Company

Other images:

