

FLERIANA



Properties list:

homecare products
dispensing systems
other shapes
folding carton
flacon
plastics
cardboard and paper
natural
contemporary
photo to describe
identity by photo
identity by system of colour
update
range of products
end-user packaging
adults

The Fleriana range of products includes home aromatics and insect repellents, made using a 100% natural formula of essential oils. The range belongs to a product category that is by definition full of products which are heavy on chemicals, aggressive symbolism and brutal colors. The design objective was to aesthetically differentiate the products from the competition and communicate their true essence and completely natural composition. The Fleriana packaging narrates a more natural kind of story, using elegance as its differentiating characteristic and descriptive symbolism to suggest a 'happy end' of product effectiveness.

Reference: <http://www.mousegraphics.gr>

Credits:

Country: Greece

Year: 2010

Agency: mousegraphics

User: Provipax

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Other images:

