

# WAITROSE GAMME

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## Properties list:

new product  
tube  
sachet  
jar and pot  
bottle  
transparent  
glass and ceramics  
cardboard and paper  
range of products  
identity by system of colour  
contemporary  
end-user packaging

The design has been around for a while, but it's one that is so well done on many levels. From the great typography and copy writing, to the simple design and pleasing color palette that highlights the product itself. The style of typography is now being imitated by many companies. But that is the sincerest form of flattery designed by Lewis Moberly, this line has won numerous awards, including the Design Business Association's Design Effectiveness Award. But the reward of the client is equally exciting.

This design has been around for a while, but it's one that is so well done on many levels. From the great typography and copy writing, to the simple design and pleasing color palette that highlights the product itself it just works. This style of typography is now being imitated by many companies. Designed by the wonderful Lewis Moberly, this line has won numerous awards, including the Design Business Association's Design Effectiveness Award. But the reward for the client is equally exciting. According to an article by the dba: "In the 10 months since launch, average weekly sales of the Cooks' Ingredients range have been 43 per cent above target. Design development costs were recouped in the revenue from three weeks sales and profitability was achieved in 12 weeks." That's a whole handful of praise.

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Reference: [Arts Project Packaging Design N.109 - April 2008](#)

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## Credits:

**Country:** UK

**Agency:** Lewis Moberly

**Designer:** Lewis Moberly

**Awards:** Design  
Business Association's  
Design Effectiveness  
Award

Other images:

