

KANNISTON LEIPOMO



Properties list:

- product accessibility
- end-user packaging
- update
- single product
- bakery and bread
- folding carton
- plastics
- cardboard and paper
- photo to describe
- photo to evoke

Kanniston Leipomo Bakery asked Packlab Partners to redefine Scandinavian premium gingerbread for Christmas. The brief was to design packaging for simply the best gingerbread cookies in Finland.

Packlab Partners created a unique experience that exploits joined-up packaging thinking™ with integral product and packaging development. Packlab Partners looked into the stakeholders behaviour within the bakery, distribution chain, retail environments and they explored Scandinavian seasonal home experiences.

Packlab Partners' observations lead to a marriage of old Scandinavian tradition of the breaking a gingerbread in three pieces bringing good luck. The heart-shaped pieces emphasise the characteristics of the Christmas season. This was also communicated through subtle graphics with five different variants of packaging.

Reference: <http://www.packdesign.com/index.php?page=kanniston>

Credits:

Country: Finland

Year: 2010

Agency: Packlab

User: Kanniston Leipomo

Other images:

