

Properties list:

end-user packaging single product new product soft drinks brick polylaminated identity by typography

ADEZ Pearlfisher's packaging for Unilever's fruit and soya drink brand Adez was designed to be lively and vibrant. Adez Beverages was designed by the ever-creative Pearlfisher. In their words: "For many brands, the increasing importance nad influence of the body will mean a greater focus on health. That's why our friends at Unilever in Europe have decided to launch Adez - a balnd of fruit juice and soya that helps keep our body strong. Peralfisher's packaging design is inspired by the spirit and viabrancy of Latin America, where the drink is an enormous success, and suggests an approach to health that is based on enjoyment rather than sacrifice. Presented in lively bright colours with fruit illustrations, our packs are just as mouthwatering as the drink"

Reference: Arts Project Packaging Design, n° 109 - April, 2008

Credits:

Country: United Kingdom

Year: 2006

Agency: Pearlfisher

Designer: Jonathan Ford

This document was created by www.packagingdesignarchive.org			

 $Original\ web\ page:\ http://www.packagingdesignarchive.org/archive/pack_details/213$

Other images: