

# AL RAWABI DAIRY

---



## Properties list:

end-user packaging  
range of products  
new product  
milk  
flacon  
bottle  
plastics  
identity by shape

Al Rawabi's ambition was to introduce an innovative milk bottle range to the competitive middle east markets. Qualitative differentiation was the objective, which was created by designing a structural packaging experience with the view that the structure will become an iconic piece of packaging. Iconic packaging having characteristics so distinctive they provide identification that is evident through people's behavior.

PACKLAB took Al Rawabi's corporate and family philosophy "Pure Fresh Quality Everyday" and linked it with key stakeholders opinions, which in turn resulted in the USP: "Our cows are closer, our milk is fresher" theme.

---

Reference: <http://www.alrawabidairy.com/eng/home.php>

---

## Credits:

**Country:** United Arab Emirates

**Year:** 2010

**Agency:** Packlab

Other images:

