

LAPTE DE MONOR

Properties list:

- new product
- milk
- gable top
- polylaminated
- cardboard and paper
- ironic
- contemporary
- identity by typography
- photo to evoke
- identity by textures and patterns
- range of products
- end-user packaging
- information about content



Monor, a milk products company in Romania, has launched a newly designed packaging line using black and white (3.5% fat), brown and white (1.5% fat) and dark brown and white (chocolate milk) cow skin designs. The new design is hoped to strengthen Monor's reputation for fresh and natural quality. There's a risk, though, that the squeamish will be turned off by the thought of real dairy cows with real skin and hair producing their milk.

Reference: <http://www.monor.ro/>

Credits:

Country: Romania

Year: 2012

Agency: Vitrina

Other images:

