

Properties list:

- range of products
- new product
- fish and meat
- folding carton
- cardboard and paper
- minimal
- contemporary
- die cut
- identity by typography
- photo to describe
- identity by photo
- end-user packaging



From [Tank Design](http://www.tank.no) website: "Packaging for Halvors Tradisjonsfisk, an exclusive brand of fish products. A design inspired by old traditions and which supports the quality of the product by differentiating it from the competitors. The project has already been an award winner and it is sold through Norwegian retail stores. "

Reference: <http://www.tank.no/site/content/en/?textversion=false&language=en>

Credits:

Country: Sweden

Agency: Tank

Designer: Sandro Kvernmo

Other images:

