

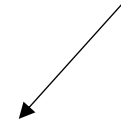
Packaging Designers



Kinetic Singapore has produced some perfect packaging for new sushi store Maki-San utilising fun, food-inspired repeat surface patterns.

Their website:

<http://kinetic.com.sg/main.html>





Kallo are an organic foods company offering healthy food that also tastes great. Design and marketing company Big Fish have redesigned Kallo's functional packaging with these new designs full of illustrations, poetry and love.

we're an award winning brand, design + marketing consultancy



Website:
www.bigfish.co.uk

WHAT WE DO

Big Fish is a brand, design and marketing consultancy that's spent the last 21 years helping people build brands.

Since we started in 1994 we've created 100's and 1000's of pieces of work from brand identities, items of literature, packs, brand and marketing strategies, a hell of a lot of words, designed & built God knows how many websites and sales promotion campaigns, art directed umpteen photoshoots, written, designed & produced adverts of all kinds and have even directed & produced cinema and TV commercials.

In short, we name brands, position them, give them identities and personalities. Then we help develop what they do, identify who they do it for, put them in touch with each other, write the words, draw the pictures, design things, photograph and illustrate stuff, create online tools to help track progress and research new ideas and probably a whole lot more.

But most importantly, we only choose to work on projects that we have a personal belief in and that we would be consumers of ourselves. That way we always get it. All we ask is that our clients keep an open mind, display our credit on everything we do, pay us on time and enjoy the process from beginning to end.

We've been lucky enough to work with some incredibly talented people and great companies over the last two decades. Take a butcher's at our client list.

Other brands they design for





Liquorice Allsorts had a mini facelift from Bond Creative Agency for Cloetta - a leading confectionary company in the Nordic region.

"The packaging bought the distinctive shapes and colours of the liquorice into the forefront of the design,"



German designer Johannes Schulz created this inspirational packaging for Spine Vodka.

"Spine is a high quality product just like the design, reduced and simple with a consciously 'twist' in his message and a memorable name fitting to the project."

Integrated the spine with the ribcage to communicate a product with a 'backbone', the unique 3D design approach sets it aside from its 2D counterparts.

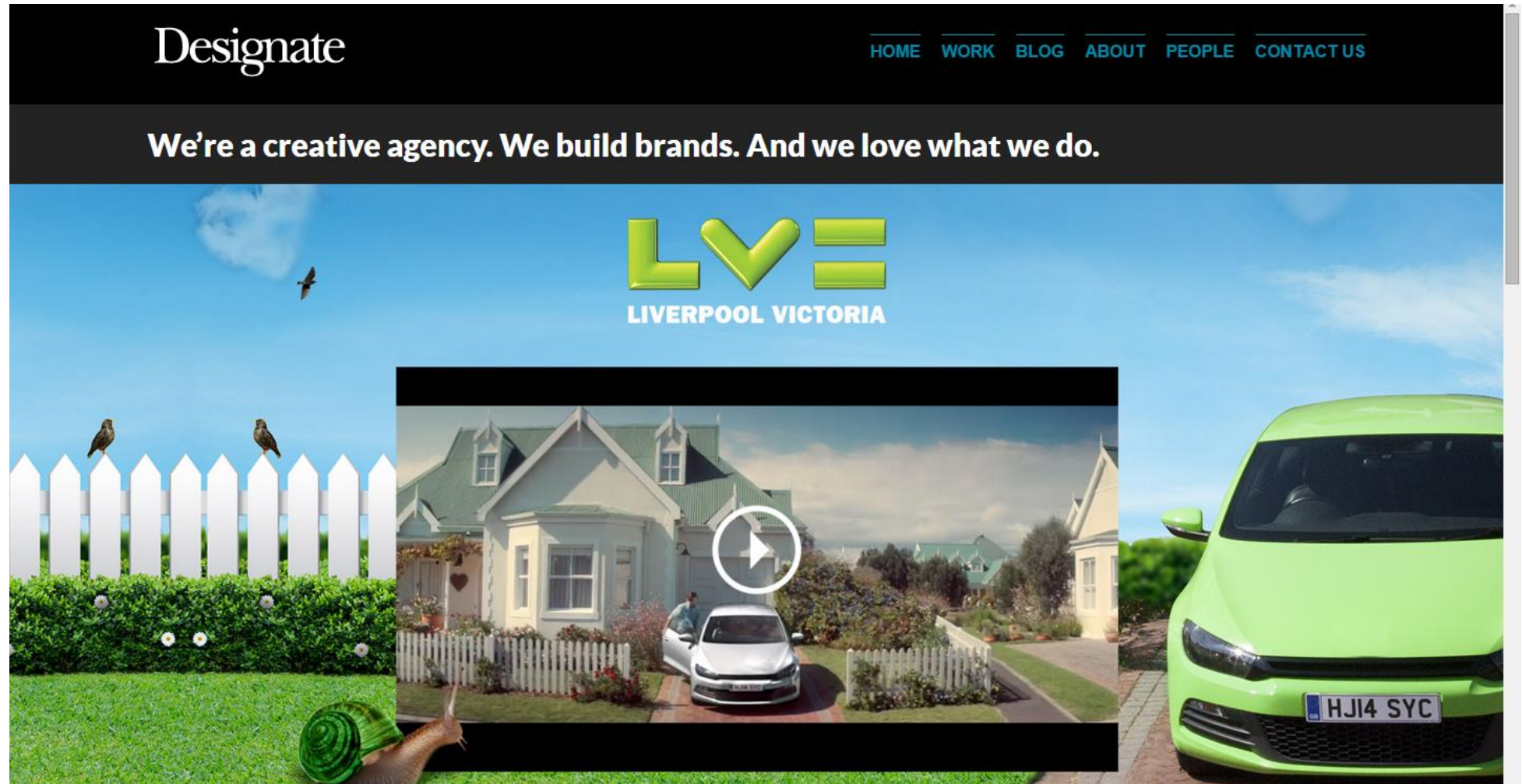


Environmental concerns mean that packaging design is increasingly moving away from plastic - and there can be no better illustration of this trend than Vivid Water's 'Water in a Box' range. It's the UK's first Tetra Pak carton-packaged water product and while this means you can't see the water itself, the branding more than makes up for it.

Brighton-based advertising agency Designate is behind the simple and clean design, which uses a blue and white colour palette for the main product and a water drop icon, aiming to make the packs 'instantly recognisable as a water product'.

"A simple, unfussy design emphasised the purity and cleanliness of the product and the freshness of the taste,"

Website:
www.designate.com/





Festina Watches, which has sanctioned the placement of its waterproof watches in a bag of water at point of sale.

The transparent packaging is filled with distilled water and the Festina Profundo watch is suspended inside. Dreamt up by Scholz & Friends, it's an ingenious solution that tells you everything you need to know about the watch without extraneous words.

The packaging design and art direction was handled by **Ralf Schroder** (amongst others) at Scholz & Friends.

Website:
www.behance.net/RalfSchroeder

Other products

Information
about the
designer

Behance Showcase & Discover Creative Work [Sign Up For Free](#) Hiring Talent? [Post a Job](#) [Log In](#)

FOCUS
Packaging, Advertising, Product Design

FEATURED IN

ON THE WEB

ABOUT
Multidisciplinary designer and art director at Scholz & Friends, with a focus on brand development, packaging design, product design and spatial communication.

Since 7 years. I am developing products, concepts and visual identities with passion and steer design applications for a variety of national and internat... [Read More](#)

WORK EXPERIENCE

- Art Director, Product Designer**
Scholz & Friends Design Group — Berlin, Germany
- Junior Art Director, Product Designer**
Scholz & Friends Design Group — Berlin, Germany
- Product Designer**
Archimedes Exhibitions GmbH — Berlin, Germany
- Product Designer**

The Wearable Concept
by Ralf Schröder
Product Design
1 56

The Air Packaging Concept
by Ralf Schröder
Packaging
165 1593

Roggenkamp Organics - Fresh Soup To Go
by Ralf Schröder
Advertising, Packaging
102 1347

Milford - Ready To Drink / Concept
by Ralf Schröder
Branding, Packaging
26 316

Otelo Vodafone - Cheap Cheap / Bird Cage
by Ralf Schröder
Advertising, Branding, Packaging
28 563

Roggenkamp Organics - Homemade-style Fresh Soups
by Ralf Schröder
Advertising, Packaging
22 596



Thelma's is a cookie delivery business run by mother and son, Lana and Dereck Lewis. Each day, they lovingly bake chocolate chip cookies and snickerdoodles, and deliver them by the dozen, warm in this brilliant oven-inspired packaging design.

"Great-Grandma Thelma grew up in Monroe, Iowa, and was famous for her snickerdoodle cookies," the agency explains. "In honor of her 108th birthday this year, our client launched Thelma's - delivering warm cookies to businesses and selling ice cream cookie sandwiches at events. Saturday Mfg helped create the branding from scratch.