

INTRODUCTION

PACKAGE DESIGN TODAY

6

CASE STUDIES

CASE 01:

NATUREWORKS

*Kara Johnson, Bob Adams,
Joanne Oliver, Pontus Wahlgren*

12

CASE 02:

BOOTS ESSENTIALS

Steve Gibbons

22

CASE 03:

FOOD TO GO

Charlotte Raphael

32

CASE 04:

INFORMATION DESIGN
FOR PATIENT SAFETY

Colum Menzies Lowe

44

CASE 05:

DESIGN EFFECTIVENESS

Hannah Paterson

52

CASE 06:

PACKAGE DESIGN IN JAPAN

Taku Satoh

60

CASE 07:

U'LUVKA VODKA

CASE STUDY

Sam Aloof

70

CASE 08:

PACKAGING MATERIALS

Packaging Solutions

Advice Group

78

CHAPTERS

I BEVERAGES

ALCOHOLIC

86

NON-ALCOHOLIC

114

II ELECTRONICS

142

III FOOD

158

IV HOMECARE

202

V LUXURY GOODS

FOOD AND BEVERAGE

212

PERSONAL CARE

228

JEWELLERY

222

OTHERS

248

VI PERSONAL CARE & BEAUTY

256

VII PHARMACEUTICAL

332

VIII STORE & RETAIL

346

IX MISCELLANEOUS

374

A TO Z
OF TECHNICAL TERMS

392

INDEX OF STUDIOS AND
INSTITUTIONS

410