

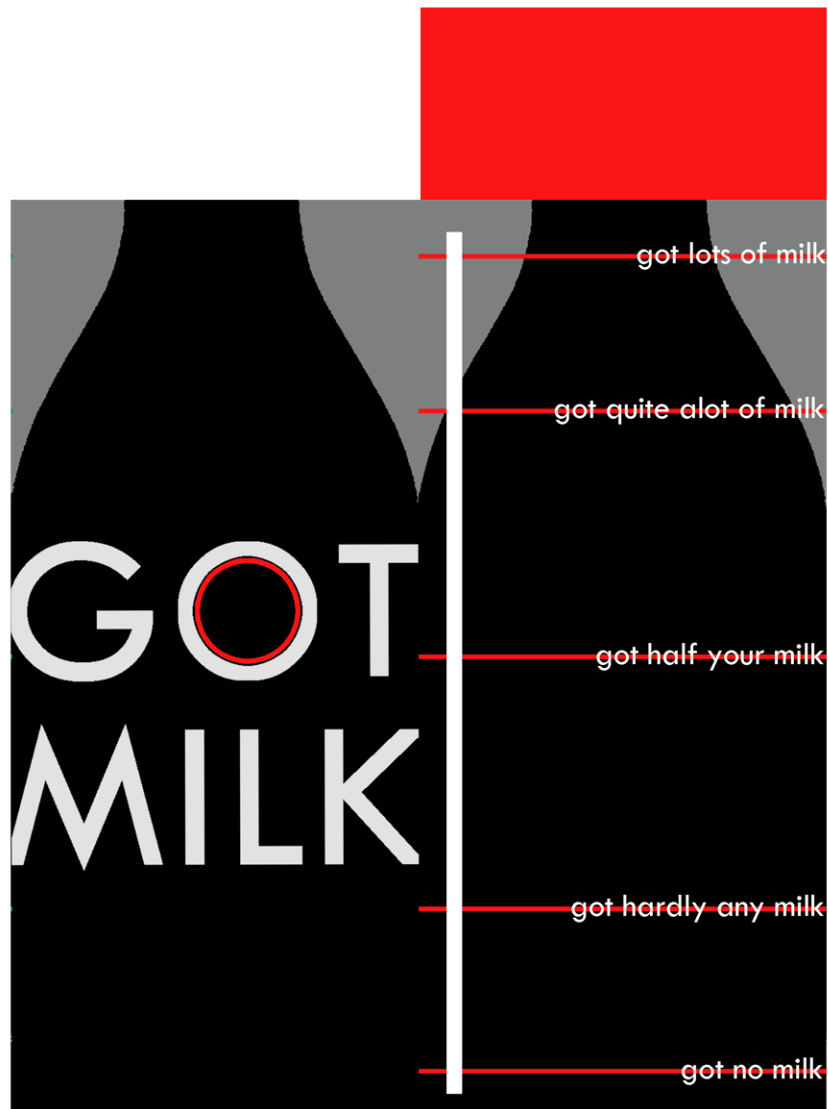


Here is a self initiated project to design, create and assemble a new range of milk packaging.

The name 'GOT MILK' seemed only right if not obvious for a milk brand. Its a common question asked by many if not all. When making the infamous cup of tea or coffee, 'Got any milk?'

To distinguish between the three different milks Ive designed a colour coded system that works by a light weighted ring sitting inside the 'O' of the name 'GOT MILK'. This simple and effective method works especially well with the monochrome look of the logo.

Ive chosen the three most commonly associated colours to use on the milk packaging. Red for Skimmed, Blue for Whole and Green for Semi Skimmed.



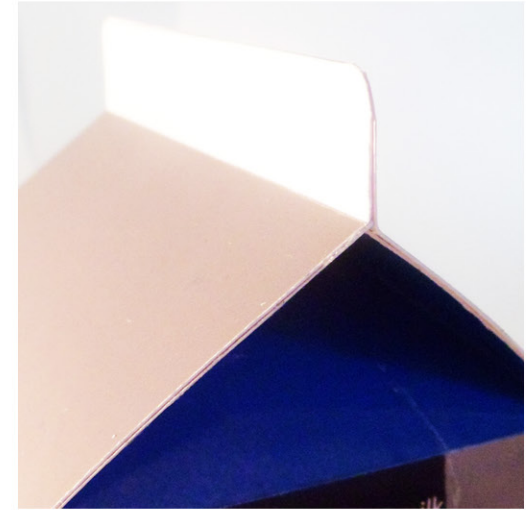
Here is part of the new packaging. This shows the front and the side view of a net. I've continued the GOT MILK theme across the entire packaging including a measuring system which relies on plimsol lines and a clear strip indicator. To further help the consumer I've added a coloured block to indicate the type of milk onto the neck of the carton.

I wanted the packaging to be minimal with maximum impact. It needed to stand out from the rest of the boring and over complicated milk packaging in the chiller aisles. After extensive research I found that most of the current milk packaging is very complicated. I thought to myself, this is milk, why does it need to be complicated. This is why I stripped the down the packaging to its bare bones.

I used the old style milk bottle outline to create some interest but to also suggest that this is just milk, no fancy additions, nothing extra that a consumer would normally overlook. This is what the old style glass bottles were, they were plain and packageless.







Photos of final assembled packaging.

The packaging would be made from sugarcane molded pulp paper, which would be coated inside, and printed with vegetable based inks. The sugarcane pulp paper is a renewable plant source and is compostable and highly recyclable. Because this printing method and packaging solution doesn't rely on oil extraction it also minimises green house gasses. I believe the food industry as a whole has a lot to learn about these new renewable resources that we have to offer and use.