

Unique Packaging

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Edited by Marta Serrats

UNIQUE PACKAGING
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HarperCollins books may be purchased for educational, business, or sales promotional use. For information, please write: Special Markets Department, HarperCollins Publishers, 10 East 53rd Street, New York, NY 10022.

First Edition:
Published by **maomao publications** in 2006
C/Tallers 22 bis, 3^o 1^a
08001 Barcelona, Spain
Tel.: +34 93 481 57 22
Fax: +34 93 317 42 08
mao@maomaopublications.com
www.maomaopublications.com

English language edition first published in 2007 by:
Collins Design
An Imprint of HarperCollinsPublishers
10 East 53rd Street
New York, NY 10022
Tel.: (212) 207-7000
Fax: (212) 207-7654
collinsdesign@harpercollins.com
www.harpercollins.com

Distributed throughout the world by:
HarperCollins*Publishers*
10 East 53rd Street
New York, NY 10022
Fax: (212) 207-7654

Publisher:
Paco Asensio
Editorial Coordination:
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Translation:
????????

Art Direction:
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Layout:
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Library of Congress Control Number: 2007925674

ISBN: 978-0-06-114422-6
ISBN-10: 0-06-114422-3

Printed in Spain

D.L: XXXXXXXXXXXX

First Printing, 2007

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Introduction

As designer James Pilditch has said, the packaging of a product is the “silent salesperson.” These days, a unique container becomes a valuable marketing tool. In packaging, the design, presentation of the logo, range of color, quality and shape of materials, and the ecological benefits are elements that set the product apart and position it in the market.

The rapid growth of competition has caused package design to evolve at the same speed. Today, consumers buy whenever they’re motivated, and the container is the product’s letter of introduction. While consumer demand is more and more sophisticated, at the same time there is also a profusion of products in department stores and shop windows; hence the need to introduce new formulas in order to achieve a product that is quick and easy to identify.

Nevertheless, it must not be forgotten that the cost of improving the image and the quality represents an increase in the amount of pollution that is generated by packaged products, most of which are created with materials that are difficult to recycle or renew. In this sense, current packaging techniques are evolving toward new eco-friendly designs that both satisfy the client and preserve the environment by maximizing the use of recycled materials.

The proper development of packaging techniques brings added value to the brand and creates an unconscious link between consumer and product. Consequently, there are a series of conditions that can be demanded from a package when it comes to promoting it. The first, almost indispensable for identifying the product, is shape. Color is also considered a decisive element. One color choice or another may create different impressions. If to this we add the size of the package, the sense of exclusivity increases. Finally, typography is also responsible for a lot of subliminal messages. A good label, as well as the layout of other graphic elements, will have a decisive influence on the final result.

The examples that follow “Urge one to dream, but also sell the truth,” as Pilditch says. The design concepts in each of the packages depicted in this book are innovative in different ways so that each product is unique.
