

Tartu Mill Rices

Task

Tartu Mill is strong in the flour and mix category, but they did not have strong hold in the rice market.

Tartu Mill designs are known for their bright color coding and use of white space.

The task was to create the designs for the 1 kg rice flow packages.

Those products should be able to evoke emotion in consumers and be memorable.

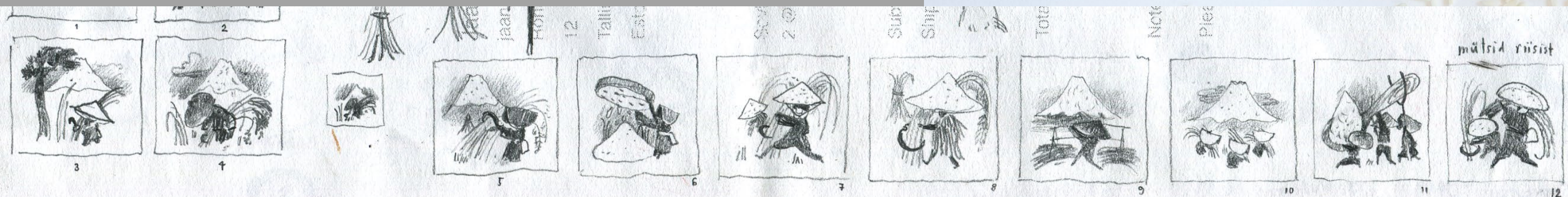
They had to maintain that strong color coding but use elements that were hard for private labels to copy.



Solution

We commissioned illustrations with very specific style. Together with illustrator we worked out the scenes for each rice variety. So that each picture would tell a story about the rice origin.

In printing we used a duo-tone with black and bright Pantone color.



Covid adjustments

We had the 1 kg designs ready, but unfortunately Covid delayed the installation of the new flow-pack production line.

So client acted fast and we had to reuse the same designs for portion-packed rice contained the cardboard boxes.

Unfortunately we could not reproduce the transparency idea on the cardboard. So instead of showing actual rice in the illustrations we had to show pictures of rice.

Flow packages are coming up later this year.

