



gũau  
essence



# E-commerce for Start-ups

## Packaging and Labeling

4th Meeting Bulgaria



# INDEX

1. PRODUCT LOGO
2. SLOGAN
3. LABELLING and PACKAGING
4. PACKAGING REGULATIONS



# 1. PRODUCT LOGO

## STEP 1

This picture simulates the jar of the jam with a bow that represents the symbol of our typical Spanish letter “ñ”.



# 1. PRODUCT LOGO

## STEP 2

“Guau” is the Spanish colloquial interjection for “Wow”.

As in English it indicates admiration towards something quite big, beautiful or good.





## 1. PRODUCT LOGO

### STEP 3

*“Essence”* means:

1. The intrinsic nature or indispensable quality of something, especially something abstract, which determines its character.
2. An extract or concentrate obtained from a plant or other matter and used for flavouring or scent



# 1. PRODUCT LOGO

## THE RESULT



## 2. SLOGAN

# “The taste you desire”

After thinking about different slogans for the product we decided

*“The taste you desire”*

because it is concise, direct and we think it will make people to feel attraction towards the product to finally, buy it.



# 3. LABELLING AND PACKAGING

In order to design the packaging and the labelling we performed different models:

## DESIGN 1

We take a glass jar with square shape as a model with a round silver cover and a capacity of 110 ml.

Now, we adapt our corporative image to the jar and design our first sketch with a label in paper and an external packaging in cardboard.





# 3. LABELLING AND PACKAGING

## DESIGN 2

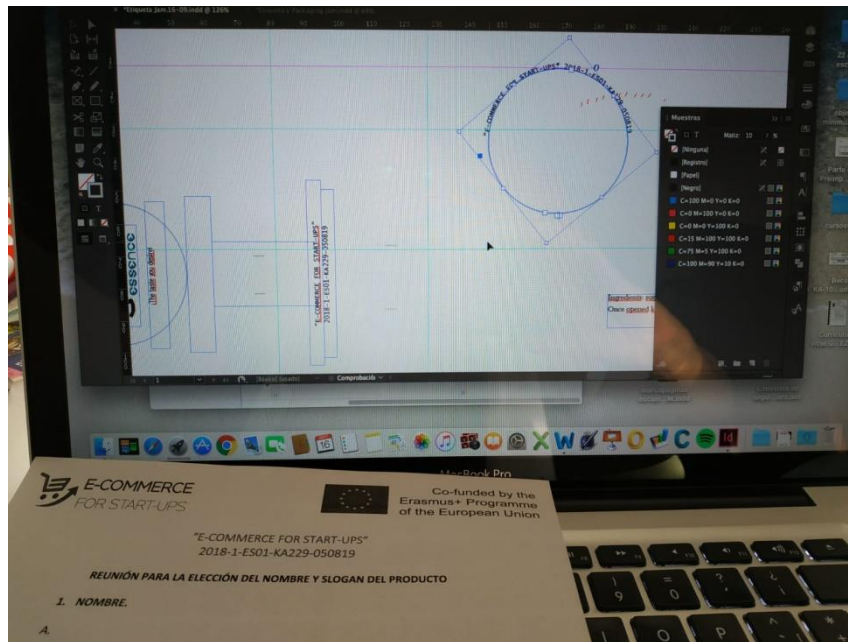
Once the aesthetic result has been analysed, we decide to reduce the jar's shape so that we also reduce the text that should appear in the two stickers: the cover's and the glass jar's.

Although the jar's shape has been reduced the most important product information remains.



# 3. LABELLING AND PACKAGING

In our second design we also add two side windows so that we can see the product through the packaging



# 3. LABELLING AND PACKAGING

We decided that since the jar was quite small we could add to it our webpage QR code in the bottom part of the cover as well as in the packaging.

Everything is made in paper and cardboard, printed in colour and cut by hand.





# 3. LABELLING AND PACKAGING

## DESIGN 3

In the third design we adapt again the text and the logo to a jar of 106 ml.

We print in color the label of the cover and the jar in a transparent sticker.

We adjust the tamperproof seal to the jar's and the cover's label.





# 3. LABELLING AND PACKAGING

We undertake the packaging task in printed cardboard by making holes and die-cutting in cutting plotter.



# 3. LABELLING AND PACKAGING

Our three final jams' flavours are: "Mango in Jamaican pepper", "Mango sugar free" and "Custard Apple with Nuts"

For our three flavours we have the same packaging being identified by the two side windows where we can see the three different colours of our three mentioned flavours.

The different flavours are also printed in the external label and the packaging.



# 3. LABELLING AND PACKAGING

## THE RESULT





# 4. PACKAGING REGULATIONS

## REGULATIONS

According to the Spanish packaging regulations related to food products our label and packaging contain:

- The name of the product and the flavour:
  - Mango sugar free: TROPICAL LIGHT
  - Mango in Jamaican pepper: EXOTIC
  - Custard apple and nuts: INTENSE





# 4. PACKAGING REGULATIONS

## REGULATIONS

-The slogan and the product logo.

They are found on the jar's cover and the packaging.



# 4. PACKAGING REGULATIONS

## REGULATIONS

- The ingredients. It is essential information regarding allergies or intolerances.

They are found in a side of the jar.



# 4. PACKAGING REGULATIONS

## REGULATIONS

- The customer service that appears by means of a QR code that leads to the project webpage.
- The manufacturer: it indicates that the product has been made by Ave María San Cristóbal School.

- The barcode which can be found in the bottom part of the jar.

The barcode is an alphanumerical code that helps to:

- Enable the reading of our product code through the scanner.
- Improve the productivity.
- Minimise costs.
- Improve product process control.



# 4. PACKAGING REGULATIONS

## REGULATIONS

- The date of expiry. As we are talking about a food product this information is also essential since it determines the food shelf life of the product to be consumed.

It can be found in a side of the cover.

- Preservation: it indicates how the product must be preserved after being open.





# 4. PACKAGING REGULATIONS

Due to the fact that we are working an Erasmus+ project we have also added:

- The name of the project: in the label and the packaging.
- The code of the project: in the label and the packaging.
- The project logo: in the packaging.



**THANKS FOR YOUR ATTENTION!**

