PACKAGE DEAL
10 TO REMEMBER

BY BRYN MOOTH AND ANDREW GIBBS

Distill the discipline of packaging design to its essence, and you have simple forms: box, bottle, bag. But skilled designers enhance those forms with materials, finishes and flourishes in ways that elevate a package from mundane to memorable. We consulted with Andrew Gibbs, editor/founder of the package design website TheDieline.com, to spotlight 10 projects featuring eye-catching paper choices and distinctive production techniques.

PROJECT Dark Milk Chocolate + Black Licorice CollaBARation Bar
DESIGN FIRM Kristina Sacci, Hoboken, NJ; www.kristinasacci.com
CREATIVE TEAM Shawn Askinosie, owner/art director; Lawren Askinosie, director of sales;
Kristina Sacci designer
CLIENT Askinosie Chocolate
PRINTER/FABRICATOR/PAPER/PRODUCTION TECHNIQUE Translucent stock, one-color printing, natural twine.
Kristina Sacci says, "Shawn gets his sources questioned all the time, but since he works so hard to source his
materials and create unique packaging, he prefers to keep it in-house."
ANDREW GIBBS COMMENTS "What I love about this project is that it's not your typical paper-covered chocolate
bar. They used a white waxed paper bag that gives the underlying design a cool, chalky/cloudy effect."

As part of its CollaBARation Series, specialty manufacturer Askinosie Chocolate partnered with the Swedish
licorice company Lakritsfabriken on a unique dark chocolate bar flavored with the anise candy. Designer Kris-
tina Sacci, who also enjoys a collaborative relationship with the family-owned chocolatier, got the enviable job
of creating packaging for the series. Sacci expanded on the brand's stylized packaging and identity, coming up
with a translucent outer envelope that contains an inner wrap embracing the bar itself. "Shawn really appreciates
unique papers and materials and is really careful about sourcing what he uses," Sacci says, noting that Askinosie
bills itself as being "fairer than fair trade." "We both like a lot of vintage-inspired materials and keepsakes like
packages and letters. The translucent envelope sleeve is reminiscent of a white Tyvek USPS mailer. At first, we
toyed with printing directly on the paper, but when we slipped an insert inside it, we really liked how it puffed
up in spots, blurring some of the letters but letting others show through clearly." She notes that the package
reveals the text underneath slowly, seductively—much as you'd let a piece of really great chocolate slowly melt
on your tongue.

PROJECT NOOKA Paper Pack
FIRM/CLIENT NOOKA, New York City;
www.nooka.com
CREATIVE TEAM Matthew Waldman, creative director;
Michael Ubbessen, package designer; Jon Patterson,
graphic designer; Alexander Yoo, production manager
PAPER Chipboard
PRODUCTION TECHNIQUES Offset printing and die-
cutting, folding
ANDREW GIBBS COMMENTS "The Nooka Paper Pack
shows us how to use paper to create an eco-friendly,
glueless, biodegradable, yet beautiful and functional,
package."

NOOKA is a lifestyle brand that's built on the power
of design; its approach to the design of its watches,
eyewear and tech-savvy accessories is inspired by
interactivity and user experience. No surprise, then,
that the company's packaging is as streamlined and
effective as its products. While such a stripped-down
approach creates challenges for retailers, who expect
a package to loudly proclaim a product's features and
benefits, the NOOKA team stuck to their principles
in developing this glue-less paperboard box. "Applying
our NOOKAFESTO to all design projects provides a
framework for our internal design process and, in this
case, to produce a minimal green package that is pro-
vocative or at least entertaining," says creative director
Matthew Waldman. He describes a "pretty old-school"
process of designing and prototyping to develop a box
that showcases and protects the product and treads
lightly on the environment. Plus, the peekaboo die-
cuts and the origami-like structure create an interac-
tive experience as the customer gradually unfolds the
package to get at the oversized watch inside.