

FusionDesign Unboxes Timeless Packaging

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Groot Constantia, South Africa's oldest wine-producing farm, has launched packaging for a range of infused grapeseed oils designed by FusionDesign's strategic and creative team. FusionDesign was recently honoured to celebrate 20 years as a boutique marketing and design agency by hosting a 'virtual' unboxing of client work, including the grapeseed oil.



“**Groot Constantia** is blessed with consistently superior grapes. This quality is passed on to the new range of Grape Seed Oil pressed from the abundant by-product of winemaking. The range of grape seed oils available on the Estate consists of rosemary, garlic and chilli infused grapeseed oil,” explains Carmen Lerm, founder of FusionDesign.

“We needed to break out of the classic and clean style mould of the Groot Constantia wine label. A modern flair was added with organic line drawings and beautiful, bold colours on crisp white to give good shelf standout. The superior quality of the product and fresh, creative design attract consumers with a minimalist, clean aesthetic.”

“This is not the first time that design by us play a pivotal role to up-weight important elements of a brand. We have done the same for Western Cape Milling’s Pure Bake, **Bibagry** Zambia’s range of soft drinks and juices, and more recently Groot Constantia’s long-awaited Cape Potstill Brandy.”



“The easy-carry pack of **Pure Bake** is striking with traditional red – signalling that it is cake flour - combined with blue and yellow dots for a friendly and bright pack. We also included a traditional vetkoek recipe on the side for consumers to enjoy.”

With the new packaging, **Western Cape Milling** opened a new route to market in Cape Town. The hope to increase sales by being easier to identify and creating better shelf presence paid off. Fourteen years later and Pure Bake has grown from strength to strength as a household brand name that many [Cape families grow up with](#).

Pure Bake could have used the more generic pack used by Western Cape Milling’s cake flour delivered to bakers and the restaurant industry. The decision to develop a unique pack design and name was the right answer for this product. FusionDesign determined through mock-ups, surveys, and A/B testing what the best product name, colours and pack design was to ensure success.



If you're considering changing your product's packaging, you've got a lot to think about. Changing your colour scheme can be exactly what your product needs to reach a new or wider audience. Or it can destroy everything you've built so far. Even a minor change can dramatically change the consumer's view of your brand.

We invite you to contact us to discuss your needs and how FusionDesign can help you take your next step into this exciting space.

For more information visit www.fusiondesign.co.za or call Carmen Lerm on 082 8255 715 and connect via social media on Twitter, Facebook and Instagram @FusionDesignSA

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