

New label for lifestyle wine brand



Reflecting a year-on-year double-digit volume growth for the 12 months up to January 2007, lifestyle wine brand Two Oceans recently revamped its packaging worldwide on the back of brand and packaging research. The new look features a longer, narrower, self-adhesive, scuff-resistant label with cleaner, larger and more modern type, a swish under the trademark logo and a more clearly articulated diamond, framing the coastline where the Indian and Atlantic oceans converge. Textured varnish has been used to echo the movement of the sea. Colour bands create the distinction between varietals, underscored by different colour capsuling. The back label includes a map, locating the southern coastline of the Cape.

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