

VALIO PACKAGE DESIGN COMPETITION
BUTTER, BUT BETTER.

ENTRY NAME:

"BUTTER OUT OF THE BOX"

Created by Agency "X" Helsinki

VALIO PACKAGE DESIGN COMPETITION_ENTRY
"BUTTER OUT OF THE BOX" CONCEPT ELEMENTS 2/4

Butter is in a key role in esthetics and
communicates the word "butter" in Finnish - VOI.

Brand logo is closely connected to the word, VOI.



VALIO PACKAGE DESIGN COMPETITION_ENTRY

"BUTTER OUT OF THE BOX" CONCEPT ELEMENTS 3/4

Valio butter packages make a serie of several products. The strong colours has been used as a colour code for helping consumers to identify his / her product. Colours are also having historic background of Valio butter brand.

Consumer is also helped by showing the other variants' colour codes in a package facade (unnamed), so one can easely notify the other product variants.

Metallic cardboar finishing gives the premium look and feel, and suits the product category



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"BUTTER OUT OF THE BOX" CONCEPT ELEMENTS / CONSTRUCTION 4/4

The package has been designed in two parts and made of solid cardboard with a plastic barrier

Outer cartridge protects the product both in carrying and storaging, when opened and used.



The inner package is easy to use. Embossed cutting marks on the inner flip help to measure the right amount of butter in cooking and baking.

