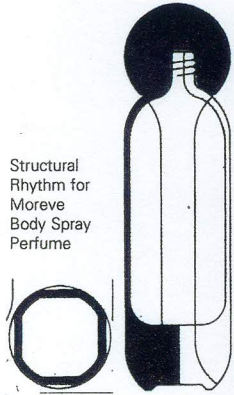


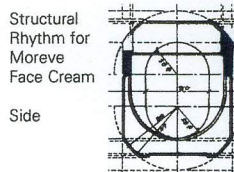
PACKAGING DESIGN PRESENTATION

1

Packaging Design isn't just a label or a sumtotal of elements put together as a carry-home pack. Packaging is a leading factor to give a Product-Plus Value to a marketing strategy and also add a new dimension to the Corporate Policy. The challenge is take it in its totality as an integrated package far above the artist's "Personal Language" at the most and the 'Miscellany' tendency of the corporate management at its worst. Here are a few of many Packaging Design & Development cases, a qualitative design performance of international competence with the creative blend of structurally formal values and a high degree of aesthetics in Graphics. The marketing feed back confirms 24000 units sold per month raised to 88,000 units in one case and the newcomer wins the market as the first runner - the packaging appreciated 100% the product 80% in the other case.



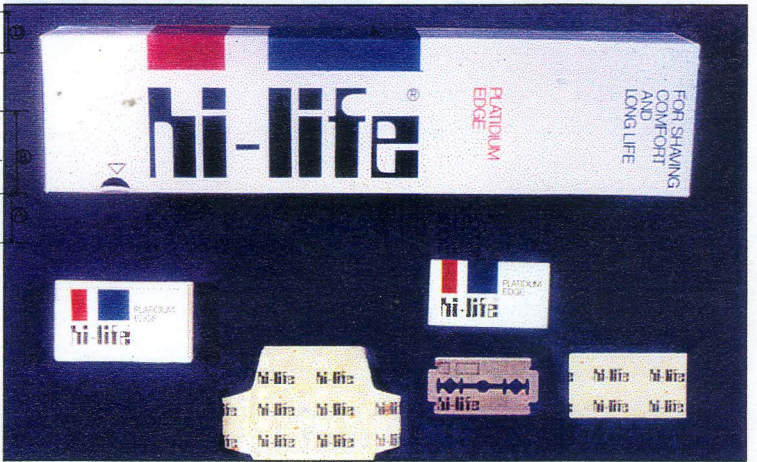
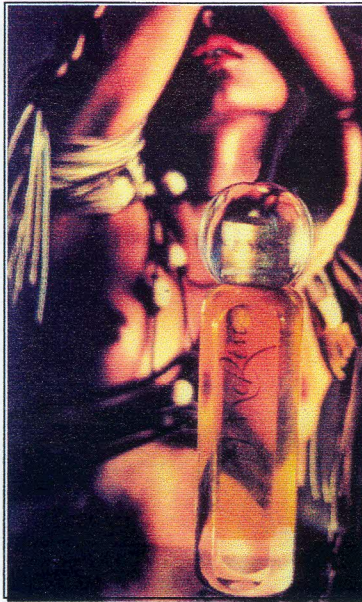
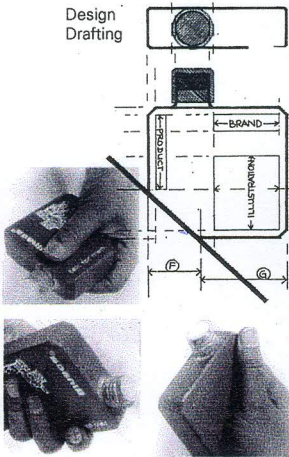
Structural Rhythm for Moreve Body Spray Perfume



Structural Rhythm for Moreve Face Cream

Side

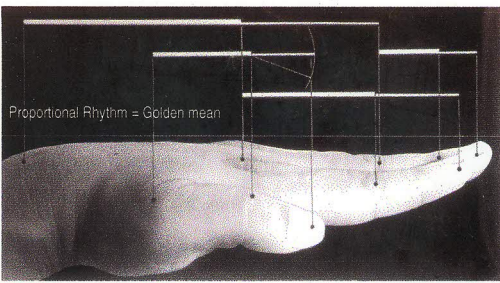
Design Drafting



- Packaging Design Presentation : 1**
1. Morévé Body Spray/Cosmetics/Interfran
 2. Morévé Elite Perfume/Interfran
 3. WinoFit Health Tonic/Wockhardt
 4. Hi-Life Safety Razor Blade/Range Style/Malasia
 5. Amul Milk/Tetrapack/Consumer/Amul
 6. Binaca Talc for Men/Cosmetics/CIBA
 7. Nusobee Special Baby Food/Wockhardt
 8. Lacto Calamine/Face Lotion/Cookes
 9. Concorde Brandy/Tilaknagar Distilleries

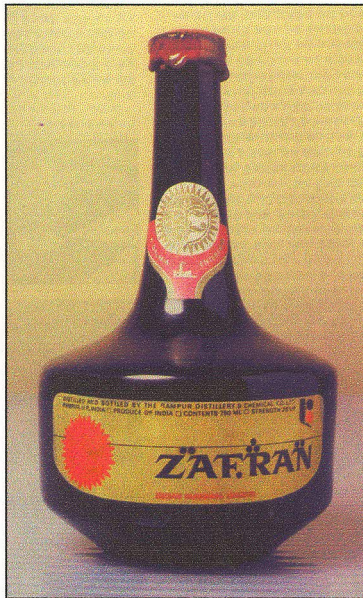


Proportional Rhythm = Golden mean

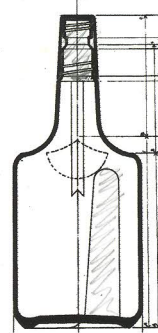


The highly aesthetic proportional rhythm of the human body is used for its structural and formal values interactively with the graphics in some interesting design development processes below.

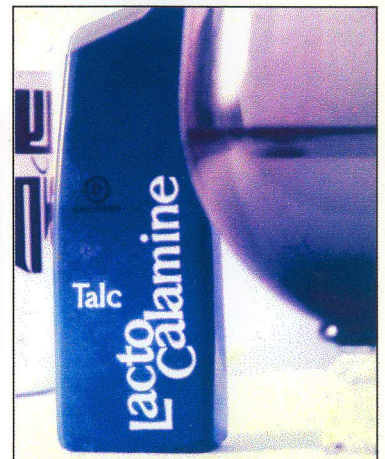
PACKAGING DESIGN PRESENTATION



Design Engg Drawing of Duchess bottle providing a Peg Measure



and bottle back showing dent for better grip.



Packaging Design Presentation : 2

1. Mother's Touch/Feeding Bottle/Crysclear
2. Zafran Liqueur/Rampur Distilleries Middle East
3. Duchess Dry Gin/Tilaknagar Distilleries
4. NuLife Pharmaceuticals/Corporate Style
5. Ecomax Organic Manure/Corporate Style
6. Lacto Calamine Talc/Duphar Interfran
7. Cinthele Shampoo/Godrej
8. Torrent Pharmaceuticals/Modular Pkg/India
9. Torrent Pharmaceuticals/Corp Style/Russia
10. Dexolac Baby Foods/Wockhardt

Designs: © Yeshwant Chaudhary, Mumbai, India