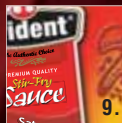


**Packaging** has to fulfill certain roles & criteria, before it can be regarded as **effective**. Your packaging needs to **attract attention** quickly. In-fact, consumers only have a few seconds to scan the shelves if they are to pick up your product. Does your product stand out? Unless consumers are looking specifically for your type of product, they may simply stroll past it. Make sure your packaging is **working hard** enough to **grab their attention immediately**.

Nelson Martins Design always begins by **auditing** and reviewing your **competitors**, using the leaders as benchmark for any design work. **Our goal** is to draw attention away from your competitors, and onto **your product**, by making yours **look better**.



see full list on back

- |                                |                                 |
|--------------------------------|---------------------------------|
| 1. Margaret River Swiss Cheese | 8. Trident Tuna & Rice          |
| 2. Trident Noodle Sensations   | 9. Trident Stir-Fry Sauce       |
| 3. Margaret River Yoghurt      | 10. Whittings Christmas Pudding |
| 4. Taste of Thai Coconut Milk  | 11. Whittings Fruit Loaf        |
| 5. Margaret River Yoghurt      | 12. Van Der Meulen Melba Toast  |
| 6. S&W Squeezable Mayonnaise   | 13. Margaret River Yoghurt      |
| 7. Margaret River Club Cheddar | 14. Trident Chicken Noodles     |

**Packaging related Brands and Clients** Nelson has dealt with:  
(these are only of the better known brands due to lack of space)

- Ausfresh Antipasto
- Australian Garlic Bread Co.
- Bicks Pickles
- Cadbury Caramello Koala
- Cadbury Cherry Ripe
- Cadbury Crunchy
- Cadbury Dairy Milk
- Cadbury Easter Eggs
- Cadbury Freddo
- Cafe Brazil Coffee
- Castello Cheeses - Denmark
- Classic Milk Beverages
- Cool Ridge Bottled Water
- Deakin Estate Wines
- Deakin Select Wines
- Duc d'o Fine Chocolates
- Fritz International Foods
- Harry Potter for Kenman Candy
- Holeproof Socks
- Holland House Black Label Range
- Holland House Quality Food Range
- Holland House Quality Seaood
- Jaka International Confectionary
- Katnook Estate Coonawarra Wines
- Kmart Price Brand Packaging
- Kraft Spreadable Cheeses
- La Gina Canned Tomatoes
- Latina Pasta & Sauces
- Lubrimaxx Labeling
- Mama Canned Food
- Map Coffee
- Margaret River Brie / Camembert
- Margaret River Club Cheddars
- Margaret River Dessert Yoghurts
- Margaret River Feta Cheeses
- Margaret River Natural Yoghurts
- Margaret River Riccotta Cheeses
- Moorooduc Estate Wines
- Palmolive Dishwashing Cleaners
- Red Tulip After Dinner Chocolates
- Red Tulip Easter Chocolates
- Riddoch Coonawarra Wines
- Rio Socks & Underwear
- Royal Foods
- RPM Performance Clutches
- Rymill Coonawarra Wines
- S&W Whole Egg Mayonnaises
- S&W Squeezable Mayonnaises
- San Esu Rice Crackers
- Sara Lee Individual Wraps
- Serenity Sleepware
- Solo Beverages
- Sunkist Beverages
- Taltarni Wines
- Taste of Thai Coconut Milks
- The Laughing Cow Cheeses
- Tilda Basmati Rice
- Tiro / Splitrock Beverages
- Tontine Sleepware
- Trident Canned Fish
- Trident Canned Vegetables
- Trident Instant Soups
- Trident 2minute Noodles
- Trident Noodles
- Trident Ambient Noodles
- Trident Noodle Selections
- Trident Rice Cakes
- Trident Rice Crackers
- Trident Stir-Fry Sauces
- Twinings Herbal Teas
- Underdaks Underwear
- Vita Pacific Bedding
- Vmax Performance Clutches
- Westons Biscuits
- Willow Water Purifiers
- Wingara Wines
- Yalumba Cask Wines

• I want **your company**  
added to this list

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