

Packaging overview

Hetherington Veal have a natural, instinctive understanding of brands, much of the directors' work and experience has been in the fields of inventing new brands and updating existing brands. Due to contractual constraints, we are unable to publish this work on our website, but would be more than happy to show it you as part of a portfolio presentation.

The scope of this work includes: Cadburys Milk Tray, Glenkinchie Whisky, Windmill bread, Sweetex and Pledge Polish, to name but a few.

However, please continue, to view the work we can publish.

Waitrose - Fruity Fromage Frais

Waitrose briefed Hetherington Veal to design the packaging for a new range of Fromage Frais that contained real fruit pieces, the product USP. The solution focused on this to clearly distinguish the range from other fromage frais displayed in the same cabinet.

Flowers Original Strong Ale

Flowers were seeking to update the brand, which had lost a lot of its heritage. The character of the cooper was revived and given centre stage to emphasis the traditional values of the beer.

Quenby Hall - fine organic foods - Stilton Cheese Packaging

As part of the development of the Quenby Hall identity, Hetherington Veal produced concepts for the cheese packaging. Given the unique asset of being the birthplace of Stilton, it made sense to utilise the story as part of the overall look and feel of the packaging and focusing on the genuine heritage of the brand.

Marks & Spencer - Ready Meals range

Marks & Spencer briefed Hetherington Veal to design a range of packaging for their ready meals range. To be sold during the summer months, the range were all to be eaten chilled.

Hetherington Veal combined a frosted background, with warm, sunny photography to express the concept.

Waitrose – Roses packaging

Hetherington Veal designed these packs with the emphasis on the colour and style of each rose. The 'card' device carried the individual name and details of each variety.



Packaging overview (continued)

Marks & Spencer - Confectionery packaging

Hetherington Veal designed a range of sweets packaging for Marks & Spencer. Each sweet was individually wrapped inside the slim elegant boxes. The product and the wrapper were clearly shown on the front of the packaging and illustrated to give maximum appeal.

Tesco - Range of speciality coleslaw

Hetherington Veal designed this crisp and fresh range of packs for Tesco own-label coleslaw, to reflect the nature of the product.

