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### Art of Package and Structure

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Art of Package and Structure has it all wrapped up, literally! Presenting the most innovative and imaginative graphic designs and technical constructions using paper and cardboard to promote a range of products from snacks to stationary, to teabags and truffles.

All are designed to create a unique identity and brand within a highly competitive consumer market, colorful and eye-catching, quirky and desirable these wrappings are about first impressions with the focus on presenting each item as a 'gift' to be purchased, then savored and enjoyed as an essential feature of the whole product experience.



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