



# Structural Packaging Art

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- A fantastic graphic design resource for creating imaginative and eye-catching product promotion and packaging

*Structural Packaging Art* 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 stationery, to teabags and truffles. All are designed to create a unique identity and brand within a highly competitive consumer market, colourful 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 savoured and enjoyed as an essential feature of the whole product experience.