



cold pressed makes for super juices



If you haven't heard about **Cold Pressed juices** you aren't keeping up with the Kardashians. Recently popularised by Kim Kardashian and Gwyneth Paltrow as part of their juice cleansing regimes, the mainstream are now embracing this wholefood technique of tasty, fresh and nutrient filled juices.

Blended Smoothie Group is an exciting new venture set up by two young guys from Brisbane in Australia. Declan & Sam from the Blended Smoothie Group have set about to inspire people from all walks of life to eat and live healthy lives, combining a mixture of style and heart into their wholefood blends.

Our graphic design team recently completed their first production run of labels, combining an image of the hydraulic 'cold press' with the individual fruits in each blend to create the 'splat' that is synonymous with their brand. Stylised opaque white print on Clear Labels ensures all the amazing colour of the juices is in full view at all times.

Keep up to date with the boys on instagram: https://instagram.com/blended_wholefood/

hot

hot cross buns



A sweet bun with raisins and marked with a cross on the top, **hcb**s were traditionally made from Lent to Palm Sunday when dairy products were forbidden. Their symbolic use during Easter is believed to be linked to Elizabeth I of England who forbade the sale of the buns except during burials. Superstitions about the medicinal qualities of these buns, which were said to help the ill recover when pieces are given, reinforce the tie to Christian Easter celebrations. Today **hcb**s embrace the notion of sharing and friendship: *"Half for you and half for me, Between us two shall goodwill be"*

cool

urban hipster



Once a subculture of independent thinking and counter-culture bohemians in cosmopolitan cities like New York and Chicago, the "hipsterism" state of mind is sweeping the world. Rejecting mainstream consumer notions, they embrace a world of vintage inspired designs, style and way of living that used to be too "edgy" for the mainstream consumer. Hipster inspired brands have led to a plethora of awesome labels and packaging designs. In true hipster style however - once concepts reach mainstream audiences, they are likely to move on to something new.

news

rare bird makes label GOLD



A beautiful illustration of the rare Shelley's Crimsonwing Finch by artist Howard Robinson was the basis of the award winning label designed to bring awareness to the Rare Finch Conservation Group: www.rarefinch.com Winning **GOLD** at the recently announced LATMA Awards in Melbourne Australia, the **QLM Label Makers Group** also picked up Bronze and an Honorable Mention for their label printing excellence. Check out the winning designs at www.qlm.com.au

events

printex 2015 - sydney



The **QLM Label Makers Group** and Label Print Systems will showcase the latest **label printing technology** at **Printex 15** in Sydney, Australia. Gain access to industry leading education, networking opportunities and all the inspiration you need on how your company can not just survive **but thrive** in this ever changing market. Book an appointment or see us at the show: **Printex 2015: 13th-15th May Sydney Olympic Park ENTRY is FREE: <http://www.printex.net.au>**