



a devilishly cute idea!



Tim and Julie Barbour from **The Tasmanian Gourmet Sauce Company** (TGSC) produce a premium range of jams and condiments packaged into stylish gift packs and crates. While their look is undeniably attractive, they wanted something unique and a little daring to **spice up their range!**

Tim's search for inspiration led him to AUSPACK in Melbourne where he spotted QLM's Easter Bunny packaging. After asking "Could you do a Tasmanian Devil?" we thus began what he describes as "the start of one of my most memorable business relationships." Tim initially had reservations: "We knew there was a risk of putting a gourmet food product into a rather quirky package", but a combined enthusiasm set in motion the process to create something truly unique.

Development involved regular interaction with our design team. For Tim, this was one of the most satisfying parts of the project "Many companies would have asked us to try another company, but in just 3 months, the artwork was finished and our little devil was ready." Upon completion of the prototype, the smaller jars needed a home and thus, a baby devil was born. "Now we have a Tassie Devil family" says Tim.

"My cautious approach to this **innovative packaging** is rapidly being eroded with **excellent sales and comments**: cute, awesome, and unique. The combination of a gourmet food product in a fun package is exactly what I wanted. I just didn't know how - until I discovered QLM Label Makers. We now have a distinctive extension to our gift range with appeal to adults, children, locals and tourists.

TGSC will soon begin marketing the packs into retail outlets, wildlife parks and gift stores, with a portion of sales going to the "Save the Devil Appeal". Tim is already working on the next Tasmanian animal pack - so keep an eye on this little devil! Get your own little devil at: gourmetsauce.com.au

hot

new species found (out)

If you thought conservation messages were all the same - meet the *Tuluver*. **Birdlife South Africa** recently launched their latest and most daring campaign: a hoax about the discovery of a new species. It generated millions of social media posts and sparked heated debates. Why? Because no-one would pay attention to the plight of Vultures (Tuluver is an anagram). Big ugly birds, yet without them there would be devastating disease and environmental damage. Check out their YouTube video that explains the campaign. Thought provoking and challenging - lets hope it converts to raising funds for Int'l Vulture Awareness Day.



cool

sharing brand stories

SHARING is the new selling tool! Potential customers want to feel a connection with their suppliers and that means YOU need to create, share and allow people to experience your brand's story. Memorable brand stories break away from the norm of their category by using topics and content that engages customers in innovative and new ways. Dove achieved amazing results with their **campaign for real beauty**. You can achieve similar results with real, emotional and relatable stories that combine visual and written narratives across a range of mediums. The main thing is allowing people to participate and share.



news

seriously - christmas already!

With less than 3 months to Christmas it may not really be news - but if you don't start to **think about your campaigns NOW** - you will be the one left with a surprise come Christmas time. Starting early can give you an advantage in terms of preparing and testing new or innovative concepts for labelling and packaging. If everyone is giving out the same things - maybe this year, look to differentiate by offering something unusual. If you're stuck for ideas email marketing@qlmgroup.com with your product and brief and we will get back with some ideas that might work for you.



events

halloween - deepavali

Celebrated on 31 Oct, the eve of the feast of All Hallows' Day, Halloween is a time to remember the dead. Using themes of "humor and ridicule to confront the power of death", children go out in costumes 'trick-or-treating' for candy. Carved pumpkins & 'scary' things add to the simple origin of lighting candles on graves.



The **Festival of Lights (Deepavali)** is a Hindu tradition celebrating the victory of good over evil by lighting candles and lanterns to symbolise an inner light called Atman. The festival is celebrated around the world on 10 Nov and reaffirms hope, friendship & goodwill.



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