



## SUPER FOOD AND PACKAGING

Alex Komarov and Olga Plotnikova became hooked on a healthy lifestyle and vibrant food culture while living in the US. After moving to Australia in 2012 they yearned to continue their journey for fresh, raw and delicious food but weren't able to find the variety they were used to – and so Extraordinary Foods was founded. Big fans of food that is both healthy and tasty, Olga says “We are into raw and vegan food. It enriches our lives and makes us more inspired, energized and successful. We want to share this with other people.”

Their first products focus on superfood **Kale** and their Kale Chips and Sprinkles are walking off the shelves. At their launch – all the Kale Chips on the stand had been sold before they even arrived! They source organic Kale from local farms in the Northern Rivers of NSW and use other organic ingredients where possible.

For their product launch they chose a 280GSM Kraft Board, reflecting the naturalness of their product while highlighting each variety with a specific colour and embossing to really make the design pop. The amazing packaging design came from the talents of their own Graphic Design team and they are working with other companies to help them achieve amazing designs as well.

Their mission is to help people all around Australia discover great products that are both healthy and tasty. With production located in beautiful Byron Bay, they are hand making their products with lots of love. Alex and Olga are working on new product ideas at the moment so be sure to check their website: [www.extraordinaryfoods.com.au](http://www.extraordinaryfoods.com.au) for products, recipes and to buy online.

### hot

#### crafty labels tell story

A recently study by Package Insight examining the shelf impact of craft beer labels in a simulated retail store revealed that as **someone fixates more on a label - their chance of buying increases!** The Labels that created best results for fixation included **Clear Films, Wood Veneer (Matt) and Metallised Films.** Metallised Films caught the attention of buyers 62% of the time & were also perceived to be the most expensive. Paper labels were perceived to be the least expensive. Products need to 'tell their story' with compelling narratives and connect visually to get customers to buy. [Read the full story on the Avery Dennison website.](#)



### cool

#### shiny labels sell

Nothing says 'cool' like chewing gum and Metallic Films allow for some VERY COOL effects. Lotte's chewing gum brand XYLITOL recently began using this for amazing impact. Using **Gloss Metallic Silver PP** as their base stock and leaving areas transparent while others are protected by laying down Opaque White, the result is a stylish metallic sheen effect. Lotte teamed their new look with shelf wobblers and promo items to make their products literally jump out from the shelves. In the highly competitive space near cash registers you want something that is cool and eye catching to make customers eat them up (well chew anyway)!



### news

#### qlm wins digital print gold

The QLM Group recently won Gold in Digital Print at the 2015 Queensland Print Industry Craftmanship Awards (PICAs). Wild Birds Shiraz label produced for Granite Ridge Wines features a sunbird by international photographer Hoang Quan. Printed by Label Print Systems on the NeuraLabel 300X, the QLM Design Team crafted the image with a beautifully textured stock to give the label an illustrative quality. The win continued Granite Ridge's run to 3 gold in a row for this series. Previous winning entries included the Small Birds and Rare Birds labels.



### events

#### christmas - new year

'Tis the season to be merry and spend time with loved ones. It is also the time when many have their **BIGGEST SALES**, so make sure you don't miss out. December includes a number of key holidays across the region including:

- 24 Dec: Xmas Eve, Prophet Muhammad's Bday
- 25 Dec: Christmas Day
- 26 Dec: Boxing Day
- 31 Dec: New Years Eve



Lunar or Chinese New Year is also coming up in Early Feb 2016 – so no monkey business until it is the year of the monkey.



- 📄 labels
- 📦 packaging
- 🖨️ printers

contact us now to bring your **labels & packaging to life**

p: 1300 792 782

f: (07) 3711 3877

e: [qlm@qlm.com.au](mailto:qlm@qlm.com.au)



[qlm.com.au](http://qlm.com.au)