

Award Winning Product Packaging by Axiom Consulting

India, USA, Singapore, Latin America, Europe

Product Design, Product Packaging, Food Packaging, Butter Gram, Packaging Design, Primary Package Design, Origami Concept, Packaging Solutions, Consumer Experience and Branding

Axiom's Butter gram:

Background -

Axiom designed and developed a distinctive butter packaging that's targeted at today's health-conscious millennial population, and addresses some of the issues with using butter, while at the same time conveys a strong message on health. The concept also delivers a unique and rich consumer experience.

Design approach -

The form and graphics of the packaging convey the idea of health consciousness while experimenting with mundane concepts to give out a quirky and playful feel to the product. A measuring weight is the key theme and indicates the healthiness of the product. The product was termed 'Butter Gram' to emphasize the concept

A detailed study and research was done on the butter usage process was, during which a number of pain points were observed. The design improvements were centred around storage, re-storage and application.

Unique Design Properties –

Lid packaging -

The Paperboard lid has an inner lining of Aluminium. The lining can trap heat when required, and soften the butter by transferring this heat.

Multi Use Origami Base –

The butter can be stored in the provided base and eliminates the need to transfer it to a separate container. Any side of the base can be opened to access the butter without making the hands greasy. The entire base can be unfolded to form a large surface. In addition, it enables ease of use since it can be easily closed with one movement due to its origami design, enabling the user to quickly cover and store it.

Packaging Concept -

Measuring Weight was chosen for the core package design to represent the health aspects in butter usage. The graphics also highlight the weight indication more than the brand or the product name, to stay in line with this aesthetic, and make the product stand out.

Branding -

Butter Gram is a hypothetical brand that produces low-fat butter. The name is derived from the idea of designing the package as a measuring weight. The idea behind the logo was to give a soft and smooth touch to the brand, so that the heavy and rigid feel of the packaging doesn't take away the delicate feel of butter.

Functionality & Usability –

- 1) The lid has aluminium coating on the inner side, which is used to soften the top layer of the butter.
- 2) As the base is origami, it's easier for the user to use and re-store.
- 3) The origami base also enables user to open half of the package and scrape the butter from sides.
- 4) The base has a plastic component as a stopper which prevents the butter from sliding or slipping off the base while cutting.

About Axiom -

We are a group of passionate, fun loving professionals from varied domains and backgrounds who deliver meaningful solutions to real world problems. Axiom's growth has been driven by an entrepreneurial spirit, a can do attitude and an empowered culture. We manage the **product and package development life cycle**, from early stage R&D and technology feasibility to detailed electronics, mechanical engineering, and prototype development through to manufacturing for large **consumer goods, hi-tech, medical device and package development companies**. Our teams, made up of researchers, industrial design engineers, product and packaging specialists, and manufacture coordinating engineers, thrive on innovating and finding effective solutions to unique and often steep challenges. For the last 15 years, we have been delivering meaningful solutions to many of our Fortune 500 clients from CPG, Medical devices and Hi-Tech verticals.

Our Practices:

- Packaging Solutions
- Consumer Research & Design
- Digital Practice
- Product Development
- Modelling & Simulation
- New Technology Labs

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