

Bolt it down, drizzle over and have a drink!

Let's talk about diversity, because that's what this issue of e'ssence is all about - from the creation of literature with retention value for use in a capital-raising program, to an arresting package for a truly exceptional wine.

In between we've developed a strong brand identity and promotional literature for a building maintenance company; completed a design program for a range of RTDs, which is distinctly 'strine'; and, re-designed the packaging for a premium extra olive oil brand.

A lot of innovation. A lot of strategising. A lot of attention to detail.

Click on an image below and enjoy.

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If you would like to receive future copies of e'ssence, just click on the e' which will open your email, and then press SEND.



3DROPS



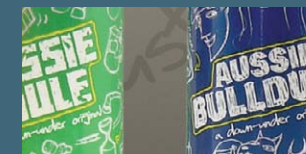
CURTIN UNIVERSITY



PALANDRI



DALE GROUP



AUSSIE CHILLERS

AN IRREGULAR UPDATE FROM REB

3drops – Extra Virgin Olive Oil

Some six years after developing the original packaging for 3drops Extra Virgin Olive Oil, REB Design was re-commissioned to review the package, with a view to it becoming more contemporary, easier to produce, simpler to fill on-line and less prone to damage on the retail shelf.

One of the mandates was the retention of the original bottle with its fired graphics, but to refine the graphics so that they would complement the new packaging style.

The result is an innovative die-cut 'label', which double wraps the bottle and affords potential new purchasers a hint of the bottle-fired graphics, which lie hidden beneath.



3DROPS



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Curtin University EPC Capital Campaign

In an economy driven by minerals and energy, few skills are more important to industry than those of its engineers.

Recognised as a primary source of the State's engineering graduates, Curtin University of Technology recently commenced the evolution of its engineering program with the development of a \$32.5 million Engineering Pavilion Complex (EPC), which will provide resources for problem-based learning and the facilitation of greater interaction between students, faculty, research and industry.

To support the large capital raising campaign, Reb was commissioned to design a document which would have retention value, showcase the sustainable energy efficient features of the complex and highlight the facilities deemed necessary to produce engineers of a calibre increasingly demanded by state, national and global industries.



3DROPS



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AS WE PREPARE THE ENGINEERS OF TODAY TO SOLVE THE PROBLEMS OF TOMORROW, SO TOO MUST THE EPC BE EQUIPPED TO ADDRESS SIGNIFICANT GLOBAL ISSUES. CURTIN IS COMMITTED TO ENSURING THE EPC IS FULLY SUSTAINABLE AND ENERGY EFFICIENT, WITH A FIVE-STAR GREEN STATUS. THE EPC WILL SHOWCASE THE LATEST IN ENVIRONMENTAL TECHNOLOGIES, DEVELOPED AS HANDS-ON LEARNING TOOLS FOR CURTIN ENGINEERING STUDENTS.

Rooftop water tanks will gather rainwater for use throughout the building. The rainwater distribution system will also have the ability to power a Micro-Hydro-Electric System, which will harness the energy as rainwater drops from the storage tanks into the building's water system, and potentially provide power to parts of the complex.

Proven technologies such as low-flow fittings, low-energy lighting, glazing and north-south orientation will reduce the building's carbon footprint.

The rooftop Green Electrical Engineering Park laboratory will provide hands-on opportunities for students to observe, measure and experiment with renewable energy systems. Practical experience with these technologies will propel Curtin's students to the forefront of their peers across the state and nation.



A series of wind turbines and rooftop solar panels will reduce the building's reliance on the public grid by harnessing Western Australia's abundant supply of natural energy.



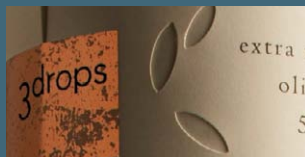
Each of the green technologies and strategies employed in the EPC can be implemented at all scales, from residential to large commercial buildings. The use and integration of these technologies will be visible through exposed surfaces, or they will be physically accessible, like the rooftop renewable energy system.



A prominent digital public display in the building's foyer will provide students and visitors with real-time feedback on the building's sustainability performance and renewable energy systems, such as the proportion of energy derived from solar, wind or hydro-electric sources at any one time. Display items will include internal and external temperatures, plant mowers and energy consumption.

Thirty per cent of standard Portland cement will be replaced with geopolymers, an innovative product developed at Curtin. Geopolymer is a viable alternative to traditional Portland cement, the production of which represents 90 per cent of the greenhouse gas emissions associated with concrete manufacture.

FORECAST SAVINGS
990KL WATER/YEAR (39 PER CENT REDUCTION)
70,425KWH ENERGY (42 PER CENT REDUCTION)



3DROPS



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AN IRREGULAR UPDATE FROM REB



Palandri – The Chairman

'The Chairman' is the latest offering from Palandri.

It is unabashedly 'ultra-premium', from the beautiful bottle, decorated in a delicate bronze pattern about its entire circumference, to the highly restrained soft paper labels, complete with subtle embellishments.

Bound for the tables of those who appreciate wines of note, 'The Chairman' is the ultimate expression of Western Australian Shiraz from the finest vineyards in the Frankland River region.

Destined to receive the highest accolades from all who appreciate highly limited offerings.



3DROPS



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Dale Group

The range of services required in building maintenance are broad, so much so that they can leave many a property manager or business owner confused and bewildered as to where to begin.

Dale Group is not large, but its expertise in the roofing and building maintenance sectors, coupled with its focus on audited programs, were the drivers for a re-branding and communication program that highlighted the company's professionalism and skills on offer to the commercial sector.

The icons within the identity, suggestive of a pitched roof and 'holistic maintenance' (the circle), set the tone for the strong and highly informative promotional brochure.



3DROPS



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AUSSIE CHILLERS

AN IRREGULAR UPDATE FROM REB



Aussie Chillers

The RTD market has been notoriously tough of late in Australia, so the recent emergence of the Aussie Chillers range from Aussie Vodka may catch some by surprise.

The stable of four unique vodka mixers is made up of Aussie Bulldust, Aussie Mozzie, Aussie Mule and Aussie Pom, which present distinctly 'strine' personas, particularly with their incorporation of tongue-in-cheek tales, which allude to their origins.

Packaged in full decorator bottle wraps printed in rich metallic hues, and boasting ingredients which range from pomegranate to mint, the series of beverages are positioned to demand the attention of patriotic locals and adventurous tourists alike.

Press ESCAPE on keyboard to exit



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