

## We seem to perpetually lunge from one milestone to another!

If it's not Christmas it's Easter, and if it's not Easter it's the accountant's windfall – the end of the financial year!

Like most of you, REB has enjoyed a full-on 12 months, which we've been able to cap off with a broad range of commissions that go every which way – the Japanese market; the shelves of outdoor centres; and the tables of great cafes and eateries.

Sample and enjoy.

Click on each image or scroll through



COLONIAL BREWING CO.



NEW MOUNTAIN



THE PORT HOUSE SERIES



A GIFT TO AICHI



MOSS PENNY

## Colonial Brewing Co.

Less than 12 months after opening its award winning, Margaret River micro-brewery, Colonial Brewing Co. has delivered on its much anticipated promise to bottle its magnificent range of amber brews.

Never to do anything by halves, all styles are now on offer in a unique range of printed bottles that are guaranteed to become 'collectables'.

Available in traditional six-pack or triangular three-pack (perfect for gift giving), the packaging of the bottles completes a branding programme that has taken the better part of two years to be fully realised.

If you'd like to see or 'taste' more, go to Colonial's website @ [www.colonialbrewingco.com.au](http://www.colonialbrewingco.com.au), which, by-the-way, recently won the top award for Flash Website at the Western Australian Web Awards.

Cheers!



COLONIAL BREWING CO.



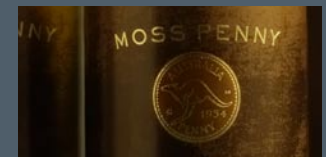
NEW MOUNTAIN



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AN IRREGULAR UPDATE FROM REB



## New Mountain

Australian Aboriginals have known for centuries the benefits of burning Sandalwood to repel viral borne mosquitoes. New Mountain has built upon this age-old, tried and tested repellent, using sandalwood from the Western Australian deserts to create its unique range of Sandalwood Mosquito Sticks.

However, even though the client knew they had an extremely effective product that had great potential in overseas markets, re-thinking their existing branding and packaging was an essential process to help move the product off retailers' shelves.

The New Mountain Sandalwood brandmark, which reflects the gathered sandalwood sticks piled on the desert floor, is also reminiscent of a mountain formation. The revised packaging series shares a strong colour palette, communicating clearly while generating a powerful shelf presence that will increase sales.



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## The Port House Series

Some 12 years after creating the original port series for The Berry Farm, REB were afforded the chance to re-vamp the range once again. Very few wineries produce a range of ports, let alone a range of extremely unique fruit ports.

As there was also discussion that the range would grow, what better than a 'Port House Series'. Proudly displaying their own unique number, the series now affords very strong marketing, and as you'd expect, premium gift packaging opportunities.

After dinner confusion now abounds!



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## A gift to Aichi

This innovative package to promote Western Australian industry at the Aichi World Expo in Japan was designed by Reb earlier this year.

Jarrah & Marri, two trees unique to Western Australia and covered by fine woods craftsmen around the world, were used to produce an exquisite object that is as elegant as it is contemporary.

Enclosed in an equally intriguing outer pack with a colour palette reminiscent of the State's arid outback, the piece is destined to become a design icon.

more pics!



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ISSUE  
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# e'ssence

MAKING A POINT OF DIFFERENCE

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## Moss Penny

The unveiling of Moss Penny from the Margaret River wine region marks a long awaited milestone for Cape Lavender. Synonymous for their range of lavender products, the client wanted to venture into the classic wine market.

The stylised rendition of the 1954 penny exudes a strikingly refined simplicity, while still being distinctly Australian with its 'penny-roo' in full flight.

Destined for fine dining tables in the Australian and U.K. markets, this is one penny that won't be gathering moss!

Press ESCAPE on keyboard to exit



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