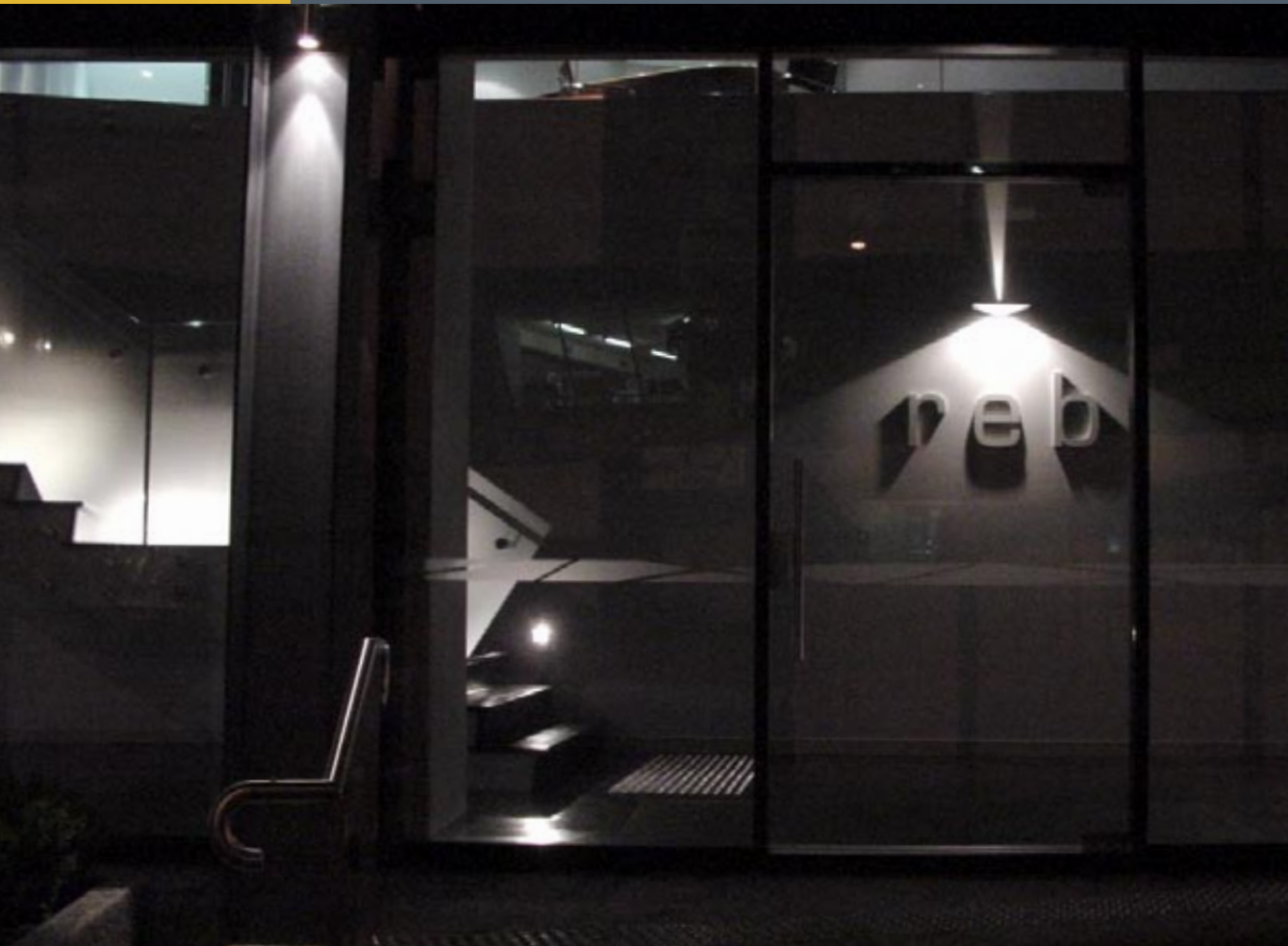


AN IRREGULAR UPDATE FROM REB



Moving forward

If you haven't already visited us at our stunning new offices, we'd like to welcome you to our new 'home away from home'.

Some time ago now, in the wee hours of the night, we made the big move, and even no power or communications for two weeks couldn't dampen our excitement. With this fresh start came new commissions (they flooded in) and the end of the tax year (the accountants windfall!). So six months of intensity, which is only now abating, has left us a touch muscle sore but also very chuffed with the results.

As always, e'ssence will bring you up to date, or at this moment almost up to date – there is much in the wings about to bolt!

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.



SPICERS PAPER



GOODING PERVAN



MAXIM IN GLASS



THE PORT HOUSE
DECANTERED



'THE AUTHORS'
ARROWFIELD ESTATE



Spicers Paper

'Touch' and 'Taste'. These two words became the basis of a packaging concept for a corporate gift recently developed for Spicers Paper, a company synonymous with fine papers across Australia.

The client's brief was as simple as it was succinct – to source a premium wine and wherever possible, to utilise equally premium papers available through the company to create a distinctly elegant and memorable gift.

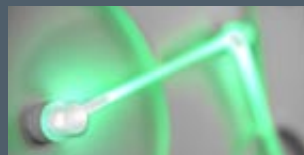
Soft and synthetic paper stocks, sealing wax, wood, aluminium and black rubber 'O' rings were tastefully married to produce a package inclusive of a label which speaks of the long kinship between wine and paper, and a proprietary gift box, skilfully built out of only one piece of card.

Without a doubt, an offering worth remembering.

there's more to this story 



SPICERS PAPER



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ISSUE
09

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e'ssence

MAKING A POINT OF DIFFERENCE

AN IRREGULAR UPDATE FROM REB



· TOUCH | TASTE ·

*Fundamental to human existence.
Primal . Acute . Discerning . Remembered*

· PAPER ·

*The capture of human experience.
Timeless . Valued . Tactile . Natural*

· WINE ·

*Integral to the rituals of humankind.
Sacred . Prized . Nurtured . Offered*



SPICERS PAPER



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Gooding Pervan

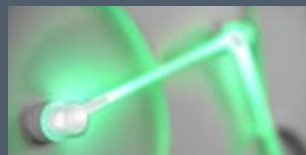
What better time to launch the re-imaging of an accountancy firm, than at the beginning of the new financial year!

The new face of Gooding Pervan, one of Western Australia's highly applauded, boutique, St Georges Terrace firms, encompasses the total refresh of its identity and associated culture, to ensure that the company, its partners and its staff are in alignment with the expectations of a dynamic business community.

Translated across a broad range of applications which includes communication collateral, signage and website, the programme heralds the pointy end of a strategy for future growth.



SPICERS PAPER



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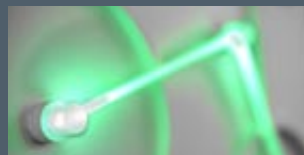
Maxim in Glass

The prospect of translating a corporate identity to a gift item can be limiting at the best of times, particularly if one wants to develop an object that will be appreciated, and hopefully treasured by the recipient. Thankfully, the visual culture recently developed for Maxim Litigation Consultants, particularly its family of organic 'ink swirls', affords opportunities to step away from the ordinary.

The capture of individual swirls, in organically formed glass paperweights highlights how corporate gift giving need not be passé. Hand formed by glass artist Gerry Rilley and individually boxed for offering, the unique pieces are destined to have pride of place for years to come.



SPICERS PAPER



GOODING PERVAN



MAXIM IN GLASS



THE PORT HOUSE
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AN IRREGULAR UPDATE FROM REB

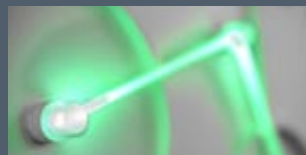
The Port House Decantered

Following hard on the heels of the successful launch of the Port House series for The Berry Farm in July last year is the Port House decanter range. Designed to appeal to those who appreciate the ritual of partaking of a fine glass of port in an equally refined manner, the exquisitely gold printed, heavy glass decanter and elegant gift box build upon a stable of premium fruit wine products which The Berry Farm has become synonymous for in past years.

With five 'tastes' available, and more to follow, the concept is destined to be a winner as a personal or corporate gift solution.



SPICERS PAPER



GOODING PERVAN



MAXIM IN GLASS



THE PORT HOUSE
DECANTERED



'THE AUTHORS'
ARROWFIELD ESTATE



'The Authors' Arrowfield Estate

The unveiling of 'The Authors' by Arrowfield Estate marks a milestone in a brand refresh programme that has been managed by Reb Design over the past 12 months. With a commission to tastefully evolve the brand without losing brand recognition in the marketplace, The Authors is a refined interpretation of what was a rather tired brand identity for a series of superb wines developed by the Hunter Valley winery. Beautifully crafted typography and illustration, supported by superb printing and embellishment have delivered a series of labels that truly reflect the brand's price point.

Press ESCAPE on keyboard to exit



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