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## Boxer & Co makes everyday Aussies stand out

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SunRice, Big Sister, Sanitarium, Ferrero Rocher, De Costi, Aerogard...Boxer & Co is proving that creative verve can turn familiar into fabulous.

When SunRice segmented its rice portfolio into three distinct ranges, Boxer & Co had to create look at me in a new way packaging for each. It had to create appealing brand personalities for two new ranges – Health & WellBeing and Gourmet Rice – and revamp Everyday Essentials so that stalwart range didn't get left behind.

It also had to maintain the trust and loyalty that SunRice had built up over its 63 years.

The *Gourmet Range* contains the trendy rices with exotic origins. So Boxer & Co let the typography, imagery and graphics suggest origin and use as well as designing it to underpin the range's premium quality.

The *Healthy & Wellbeing range* has clear functional benefits. The organic rice blends are all about natural goodness, So, too, is their packaging with its health store inspired paper-look bag texture, hand-written style fonts and vegetable-inspired colour palette. The benefits of each rice, such as Antioxidants, Dietary Fibre, Sustained Energy Release and Lowers Blood Cholesterol were given a particularly high ranking in the pack communication.

The packaging for *The Everyday Essentials Range* has been modernised and brightened for shelf visibility. An innovative re-sealable pouring spout has been added. And a range of relevant recipes was created for each variant, their dishes shown on the pack fronts to underpin the SunRice line, *Hundreds of Grains, Millions of Possibilities*.



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