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"PACKAGING - TENDENCIES IN
DEVELOPMENT AND APPLICATION"**

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DEVELOPMENT AND FORECASTING TRENDS IN THE GRAPHIC DESIGN OF PACKAGING FOR NATURAL SOUGS

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Abstract: *This report traces the development of the modern packages of juice which originate from the TetraPack packaging created for the dairy industry. D-r Rousing invented the cardboard container, which guarantees sterile methods of filling. His product is a sanitary aseptic cardboard package, which keeps the qualities of the packed liquid product up to 6 months without preserving agents or need of refrigerating. Due to this fact, in 1974 the first cardboard package for natural juice was created. The specific shape demanded a specific approach in the graphic modelling, which influenced the style of the graphic design. Nowadays, independently of this development, there are tendencies which illustrate the way designers think. The report aims at presenting these tendencies, and while analyzing them, to make a prognosis for the design of juice packaging in the coming decades.*

Key words: *graphic design, packaging*

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1945

(NRC)

NRC

- Tetra Brik,

2.1.

Tetra Pak

Tetra Classic (. 1.) -

1961 .

80%

Minute Maid,



. 1.

Tetra Brik (. 2.).
Brik Aseptic

1969 .

Tetra

Tetra Pak.



. 2.

Tetra Fino Aseptic (. 3.)
1997 .



. 3.

Tetra Gemina Aseptic (. 4.) -



. 4.

Tetra Prisma Aseptic (. 5.)



. 5.

- Tetra Pak.

1952 ., 1963 .

1949 .
Minute Maid Corp.,
Coca-Cola.

1960 .

2.

" . [] 1964 .

Tetra Rex (. 6.)



. 10.

Tetra Pak

Tetra Recart (. 7.) -



. 7.

Tetra Top (. 8.) -



. 8.

Tetra Wedge Aseptic (. 9.)



. 9.

Tetra Evero Aseptic (. 10.) -
Tetra Pak

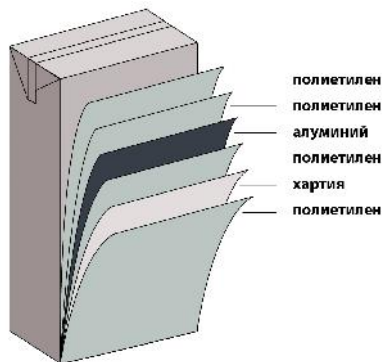
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Tetra Pak.



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Tetra Brik Aseptic

Tetra Pak

1980

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Tetra Brik

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Coca Cola

2002

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Rich

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(.13).



. 13.

2014

, TransWorld University,

Tetra Prizma

135°

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ASDA, Britvic, Calypso, Cawston Vale,
Del Monte, Don Simon, Grove Fresh, Just Juice,
Kulana, Libby's, Londis, M&S, Morrisons, Princes,
Rubicon, Safari Vival, Safeway, Sainsburys,
Somersfield, Stute, Sunpride, Tesco, Tropicana
Waitrose.

32-

(, 2003)

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3. () ()

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