



# Clive's Column

Photography by Clive Glover

## ▼ ENGLISH BLAZER COMMANDS ATTENTION

Yardley's signature scent, the legendary English Lavender, was launched in 1873 and went on to become a best seller, loved by generations. I can still remember a Yardley Lavender bottle on my grandmother's dressing table and the familiar waft of her favourite perfume as she entered a room!

In 1991, Yardley introduced English Blazer, men's grooming products. The Yardley trademark for sub-Saharan Africa was secured by Cape Town-based Indigo Brands in 1998 and opened the door for future development opportunities.

For the latest imperious English Blazer range, Indigo Brands partnered with Cape Town's Rabbit Disruptive Innovation to design a body lotion bottle and cap, locally commercialised by Evotec Plastics. With distinctive matte and high gloss finishes, the cap's design aligns the brand image across all formats. The new design also provided a great opportunity to redesign a lotion bottle and cap to use approximately 10% less plastic.

There are four variants in the antiperspirant and body lotion ranges: Intense, Essential, Cool and Restore. Also included are antiperspirant aerosols and roll-ons whose componentry (excluding aerosol can and valve) and decoration has been developed with local plastics, glass and labelling suppliers.

I found the English Blazer range at Dischem Verdi Centre.



## ▲ CERAMIC AMPHORA-STYLE OLIVE OIL CONTAINER

Last month, I featured Tunisia's Ruspina olive oil that's exported all over the world in a common glass bottle with metal screw cap and a simple cartonboard triple carry pack. This month, I salute the ancient trading of olive oil and highlight a flashback to its origins.

Often cited as the earliest example of genuine packaging development, the amphora is synonymous with the transportation of olive oil (and wine) throughout the ancient world. Its characteristic shape was designed to speed up transportation: the handles facilitated the work of loading, binding and unloading and stopped the jar from rolling when shipped.

The clay amphora became the most common ancient pottery shape, so much so that archaeologists have estimated that Monte Testaccio, 'an artificial hill' in Rome, is composed of 53 million or so broken olive oil amphorae, discarded over the course of 150 to 300 years!

For the Galantino brand it all began when Vito Galantino, an extra virgin olive oil taster, decided to start a new business. In 1960, thanks to his great determination and far-sightedness, he acquired a majestic 19th century millhouse and turned it into an olive oil mill.

By 1985, Dr Michele Galantino, Vito Galantino's son, had begun bottling his extra virgin olive oil in elegant and prestigious bottles and selling it around the world. Only a few years later, in 1990, rediscovering an ancient technique, Michele Galantino produced the first flavoured oil, Lemon Olive Oil, by crushing olives and fresh lemons together, without the use of any added essence. It was the first oil in a new line that now includes 13 olive oils flavoured with citrus fruits or fresh herbs.

The hand-crafted ceramic amphora lookalike is 5mm thick with porcelain inside coating to protect the contents against light, oxidation and temperature changes, while keeping intact all the properties of the oil. I bought mine at SuperSpar Blackheath.

## ▼ ABSOLUTELY INDIAN-INSPIRED DESIGN

Who would have thought a glass bottle, supposedly based on a traditional 19th century pharmacy bottle found in Stockholm, could have such an impact on the world? Absolut was launched in the US in 1979. At that time, Andy Warhol, already a successful commercial illustrator, had yet to create the paintings and prints of movie stars, Campbell soup cans and Brillo soap-pad boxes that would turn him into one of the world's most famous artists. It was the infamous Pop Art's iconic figurehead Warhol himself who suggested an Absolut bottle-based piece and then in 1985 was commissioned to design the first-ever artwork for an Absolut ad. And so began collaboration with artistic personalities, resulting today in more than 800 works!

I was urged by one of my favourite packaging scouts to look back at one of the finest examples of daring packaging design and feature it in my next article.

In 2015, Absolut announced the 'Design the Absolut India Limited Edition' contest, in partnership with Talenthouse India, a creative crowd-sourcing platform. The idea was to create an India-themed and inspired design where artists adapt what they love about India and what they think represents the country into a fresh, inventive design to be printed on the Absolut India limited edition bottle.

One winner submitted a design based on the Kama Sutra! Written in ancient Sanskrit dated to 400 BCE-200 CE and attributed to Indian philosopher, Vatsyayana, the Kama Sutra is much more than a checklist of intriguing, complex challenges for the bedroom. The design continued to promote one of the finest vodka brands into another visual and eclectic treat.

By the way, there's a recent digital update to the Kama Sutra, highlighting a new sexual position – the Ramaphosa – where apparently you get on top, and then do nothing!



## ▲ READY MEALS: TAKE THE WE ARE FOOD OPTION

Modern work schedules, time constraints and unpredictable traffic patterns don't make it easy to put a home-cooked meal on the family dinner table every evening. There are several alternatives – two-minute noodles with shredded cheese; fast food deliveries; taking the kids to a nearby restaurant; or the old favourite (not!) warming up leftovers.

Nowadays, however, there's the We Are Food option. This family-run, proudly South African business provides marvellous home-style meals for your freezer. Based in Durban, the three culinary devotees (Diana Weare and her two daughters Amy and Jane) cook up delightful dishes, available in their store network and via deliveries around KZN, Gauteng and Cape Town. With a bountiful menu of over 100 menu items for hungry diners to choose from, they aim to revolutionise the traditional way you cook and entertain, allowing the freedom to still do this without any of the fuss, waste or stress that comes with the time-consuming, sometimes dreaded task of cooking at home.

Using Ballito-based Leigh Bisset Creative's designs, multiple award-winning Wave Paper (New Germany) supplies flexo-printed food grade, recyclable cartonboard sleeves with water-based barrier coating to withstand the rigours of the cold chain. (Wave Paper's awards include 2014 bronze medal at FTASA awards, 2015 gold medal at the Gold Pack awards and 2017 WorldStar – all for Chateaux Gateau cake boxes; and bronze again at the 2018 FTASA awards for We Are Food cartonboard sleeve.)

Both the plastic tubs ex PolyPlastics and aluminium foil containers ex Hulamin are microwaveable, dishwasher safe and reusable.

I found my favourites, Butter Chicken (feeds four) and Roasted Vegetable Pie (from the Entertainment range to feed 10 to 12), at We Are Food in Parkhurst. It's an all-South African culinary and packaging extravaganza.

