



IWP wine and food portfolio

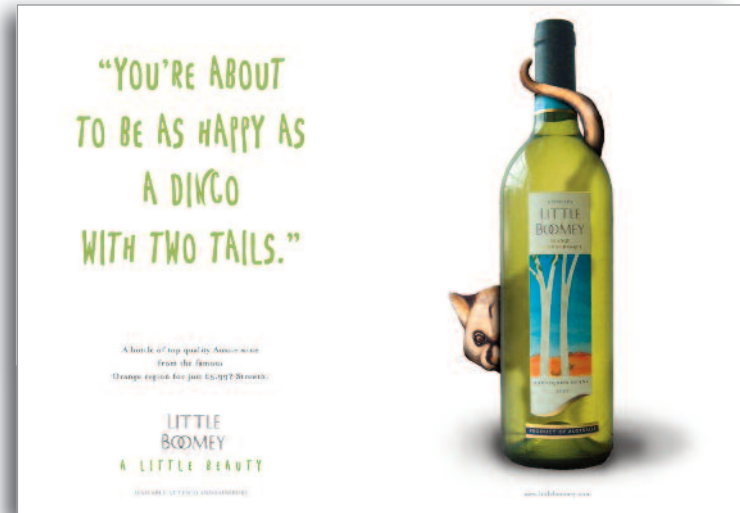
As a small but dedicated team, IWP create a powerful marketing tool - applying our creative and business skill and experience to your business with the aim of developing more profit from your products and services. With our dynamic combination of hard-working creative thinking and understanding of communication, a keen eye for detail and boundless enthusiasm, we have most of the answers. You create excellent products and services for your customers, we specialise in making you stand out in the marketplace. **What do IWP do?** IWP do different things for different people. For some we are stylists, to others strategists, to the enlightened we're thinkers and to the start-up we are advisors. We do amazing things - and all of it is geared to our clients objectives. **Our Work** Now the bit that matters. Have a look at the work we've done for other clients. Some big names, some small - we really can work to any budget - the only thing we can't save on is the quality we deliver. **Contact** we'd like a face to face to really show you what we can do. Call Steve Whitehouse on 01625 560200 or email steve@iwp.co.uk



A variety of wine labels for D&D Wine

wine

almost as good to design for as it is to drink



Little Boomey, Ad for wine from Australia's Orange region



Special product for Tesco

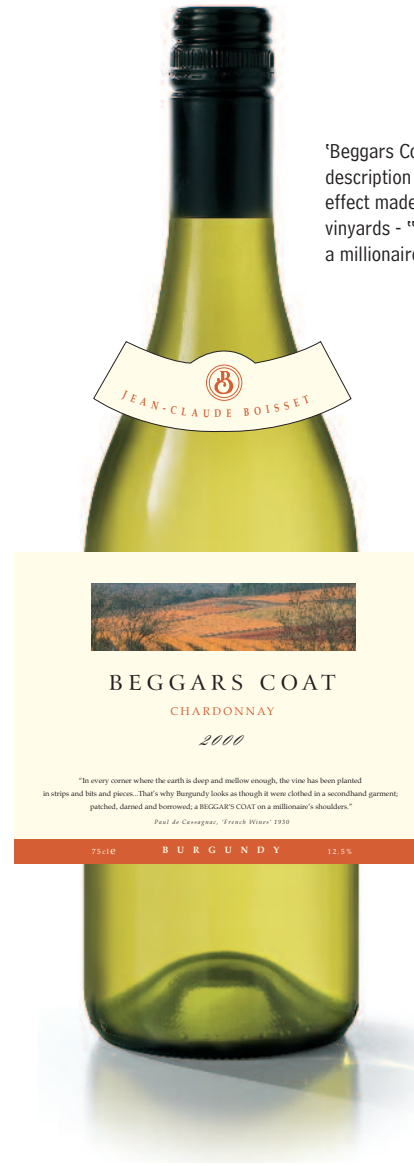
mock ups

for research -
imagined by IWP



Variations on a
theme for an
entry level
sparkling red...

'Beggars Coat' was a
description of the patchwork
effect made by the Burgundy
vinyards - "A beggar's coat on
a millionaire's shoulders"





Sloegasm - Champagne and Sloe Gin... and yes, it is gorgeous



LUIS FELIPE EDWARDS



Los Nucos
CHILEAN
Cabernet Sauvignon
12.5% vol 75 cl e

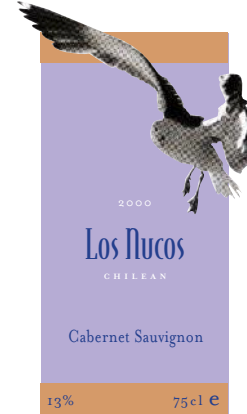
Ideas for a Chilean red...

LUIS FELIPE EDWARDS



Los Nucos
CHILEAN
Cabernet Sauvignon
12.5% vol 75 cl e

Luis Felipe Edwards



Luis Felipe Edwards



LA PAMPA ESTATE



We were one of the first people to design onto a clear label

and more

...and this is a tiny selection of the label work we've done



Applaws
Trade brochure - how to make
selling in more compelling

print

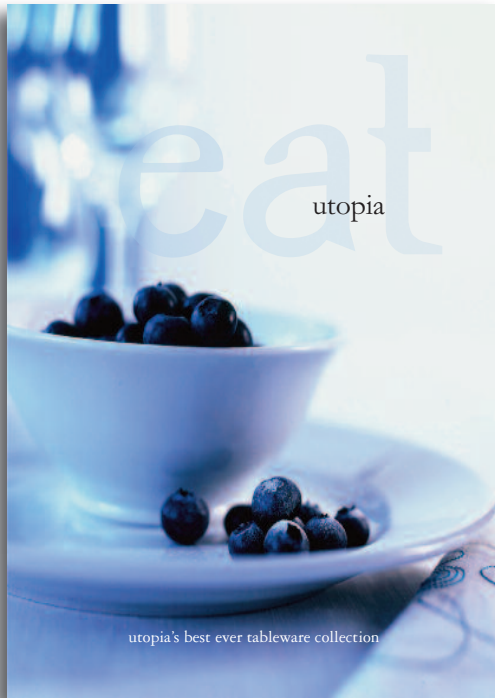
we grew up creating
ads and brochures...

Sacla
Ideas for a trade press campaign
promoting a risotto sauce to chefs



D&D Wines
This Trade Ad was
briefed in on a
Thursday - for
a copy date on
the Friday





seductive
 photography makes for a
 positive frame of mind



eat

...from Utopia tableware. Nor sit amet, con
 sed cetur adip iscing elit sed diam nonummy eius-
 mod tempor incidunt ut labore et dolore magna
 aliquam erat volupat.

Ut enim ad minim veniam, quis nostrud ex
 ercitan tion ul lamcorpore suscipit laboris nisi ut
 aliquip exim ea commodo consequat. Duis aut
 em vel eum est oltim irure dolor in repre hen
 derit in voluptate est velit esse molestiae a con
 sequat vel illum dos lore eun fur giat nulla
 pariatur at vero.

Eos et accusam et iusto odogio dignissim
 qui blandit praesent luptatum delent aigue
 duos dolor et qui molestias excepteur sint occae
 car cupidatat non provident, simil tempor sunt
 in culpa qui officia dem serunt mollit anim id
 laborum et dolor fuga.

Top quality photography and clean, informative design
 is what we do best



Utopia
 Recent design work - a
 complete rework of their
 trade brochures, both
 Tableware and Glassware.
 Who said trade customers
 don't deserve great
 looking work?

...And from the Glassware
 division

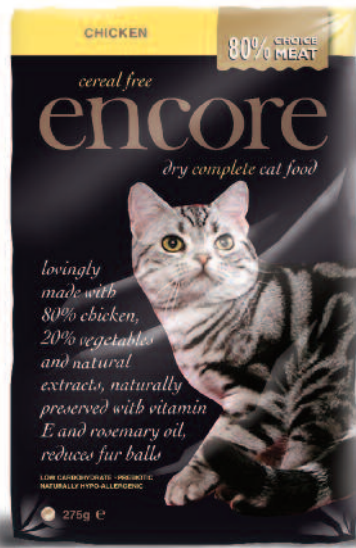




Brand new premium cat food range.
We have it on good authority it tastes
as good as it looks



...And labels for cans...



Encore is the Applaws product
as marketed in Sainsbury's & now
Tesco. Bigger packs become their
own point of sale

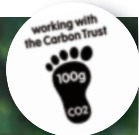
pack design

we love it.



Lots of our designs
are mock ups - manipulated to look like a shot





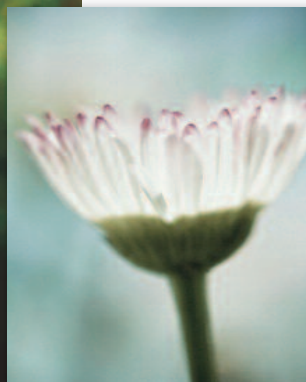
Carbon Trust member 455639

environmental

Big impact, tiny footprint. For a company who have such power to transform our clients businesses, we boast a tiny carbon footprint (9.6 tonnes per year and shrinking).

We specify environmentally friendly papers, recycle our waste materials where possible, commission IREE accredited printers, and even work out of a recycled Silk Mill.

Our most volatile materials are safely contained in our heads.



Milliken could never be accused of jumping on the eco-friendly bandwagon. Since 1900, long before the concept became fashionable, we had a documented reuse and recycling policy. Since then, Milliken has continued to lead the way. Among the many highlights were offering the first renewable carpet, back in 1992, being awarded the first negative Carbon Dioxide footprint in 1995 and creating the first adhesive-free modular installation system in 2003. We're proud of the fact that we can look beyond offering a product that just scores highly in terms of appearance, quality and value. We are also committed to preserving and protecting the earth's natural resources. That's why we've produced this brochure. It sets out why specifying Milliken doesn't just make sense from a design and aesthetic point of view. It's also a great choice for the planet's future.



Milliken Sustainability brochure