



DESIGNERS • ARTISTS • PACKAGING & PRINTING CONSULTANTS

WYTTTON ROSS MORRO His career

In sincere humbleness, please consider this biographical run-down on my 45 year Packaging Career; May I say that it is not due singularly to only ones abilities that one is totally successful but due to the contribution of peoples with whom one has worked; for me, with all I associated over these years virtually formed a most dynanic 'team' with all succeeding through the success of each other !

As the historical aspects and happenings as they occurred were not carefully recorded, thus this r sum  is taken from letters articles and miscellany which I have found remaining from the whole of my career that is in the South Australian State Library ; The University Mortlock Library and The Victorian Museum Dept. of Human Studies where any detail can be substantiated.

I was, during the morning on the 21st. of July 1922 born into a household in which my father was one Adelaide's prominent commercial artists, being the head artist of 'Vardons' being the largest Commercial Printing House in S.A. at that time.

My schooling was one of Public School Education, attaining my Technical Intermediate with State Honours in woodwork, sheetmetal and drawing.

Upon leaving school I went into my Father's Studio, who had left 'Vardons' and started his own studio in 1928, beginning at the same time the attendance of four nights a week art studies at the North Terrace School of Arts & Crafts, and, attending Saturday mornings the Milward Gray School of Fine Arts, Tynte St., North Adelaide, and continued to do so for the next four years attaining certificates in all subjects;

After nine months virtually practising commercial work study in my Father's studio I took an apprenticeship with S.R. Delmont Pty., Ltd. as a junior commercial artist and learning the technical facilities of block-making and letterpress printing.

After gaining this knowledge I joined the art department of 'Vardons' as a lithographic artist. However after being in this position for only a few months I was taken as understudy to MR. Leslie Lonstaff the brilliant Designer of 'Vardons' under whom I studied and where I experienced the enthralling art of creative designing for both general printing and consumer packaging.

Following my Military Service call-up with the 3rd. Field Co. 5th. Australian Independent Field Squadron, Royal Australian Engineers, returned to 'Vardons'.

After the war my Father (who had closed the studio during the war, going into a drafting office) suggested we open a studio?

Which we did! As Wytton Morro & SON of which I was the SON, and kept that name ever since in his honour, as he passed on after only eighteen months together.

However the role of our newly formed studio was not singularly to be commercial art, BUT packaging design ..as I had expressed to my Father I wanted to be a designer! Not simply a commercial artist, to which my Farther replied " Certainly, if you can earn a living from it !"...as indeed around 1948 the necessity of attractive consumer packaging was not needed as a label of purely identification was all that a product required to sell! THUS; commercial art was 99% of our income, but I was slowly becoming known for my designing work, eventually doing all the work for VUEPACK PRODUCTS Adelaide's only cellulose film printers, thus the beginning of slowly replacing the commercial side of the business to entirely packaging design and reproduction.

W.R.M. His career continued

Because of the growing volume of work from 'Vuepack' Mr. N.E. Neck Proprietor and Managing Director suggested he build a studio for us in his plant with no obligations, thus I moved from Pirie Street to King William Street South into 'Vuepack House' dealing with Vuepack's work expediently and pursuing our other other packaging clients.

Upon submitting a speculative 'sketch' for a range of wine labels to H.M. Martin & son Pty. Ltd. (STONYFELL WINES).. a somewhat revolutionary conception, and which they courageously accepted and did adopt for the entire range in that price bracket. Apart from the design of the label I incorporated the first application of what is now commonly used 'COLOUR CODING' in this case using the same design for all the wine varieties I simply changed the background colour and the name of the wine i.e. Red background for Port ; Fawns to Browns for Sherries to Muscat ; Pale Greens for White Wines ; and so on,

With this breakthrough into the wine industry we attracted the notice of the whole Australian Industry and in that field over the following years developed a clientele of over 60 wineries including all the top companies ; G. Gramp & Sons ; Mildara Wines ; Thomas Hardys ; Walter Reynell ; Kaiser Stull ; B. Seppelt & Sons ; * Renmano ; Berri Cooperative ; Angove's Pty Ltd.; for simplicity in communication between ourselves and each of the wineries we kept a book in which labels as they were produced such books were referred to as 'Bibles' and were an accurate element of telephoning reference. these books are now in the S.A. State Library) as part of my career.

Because of these above factors The Roseworthy Agricultural College, Oenology Course took the 'Stonyfell' label series as revolutionary in wine marketing they used it as a measuring standard for wine label designing., and from then on for many years I lectured final year students at Roseworthy on the subject of labels and total market presentation.

I further enlarged my field of consumer packing designing into the grocery market, designing for the two S.A. grocery manufacturers ; D. & J. FOWLER PTY. LTD... (Lion Brand) and G. WOOD SONS PTY. LTD... (Anchor Brand) becoming a member of their packaging committees sitting every Friday at Fowlers, and monthly at Wood Sons!

Leading further into the field of more diverse products we handled Confectionery ; MENZ & CO.; A. SMYTHE & SON ; ADELAIDE CONFECTIONERY & BISCUIT CO. Dried Fruit Industry ; ROBERN DRIED FRUIT CO. ; * ALASKA FRUITS & MAGNAS BRAND ; A. BELLIS & CO. Chocolate makers ; HAIGH PTY. LTD. Fish products ; FRIONOR of NORWAY for the marketing of their products in Australia, and subsequently to their English speaking export countries; Pharmaceutical, Cosmetics, cordials ; D. FAULDINGS & CO. for medical and cosmetics, ; A.M. BICKFORD & SONS. and later DRUG HOUSES OF AUSTRALIA ; for medical and top quality fruit cordials and coffee. Agricultural products ; M.F. HODGE & SONS PTY. LTD. Launching their seed into consumer sized packaging, garden mulches, pelletised fertilisers, and garden tools.

*IMPORTANT OMISSIONS :

(2) Very successful clients for whom we created their marketing images from their beginnings ;

WOLF BLASS WINES.

A. RAPTIS & SONS.

... 3

W.R.M. His career continued

In addition to packaging design I became completely knowledgeable of all legal requirements associated with packaging both domestic and exporting and virtually became the information centre for up-to-date legislation, in fact so confident of our knowledge that upon any work we handled should there be an incorrect element we would correct and print the whole job at my expense, such an incident never occurred!

On this side of my business I handle for our clients their registration of 'Brand' names through Patent Attorneys ; when the Dept., of Health & Dept., of Weight & measures combined and created a coding number system for the tracing of a manufacturer we used to lodge and purchase such code numbers for all our clients likewise with the advent of Bar Coding we would purchase the necessary type of films for printing techniques.

WYTTON ROSS MORRO

His profile

Upon the request and acceptance of my career into three following Institutions : * The SOUTH AUSTRALIAN STATE LIBRARY : * The MORTLOCK LIBRARY & The VICTORIAN MUSEUM (Human studies) and with the comment upon the evaluation of my work, to quote "This collection (reflecting traditional methods) presents a comprehensive picture of artisans' skills which will no longer be in common usage" It was suggested I submit the following resume of my Consumer Packaging Career!

LADIES & GENTLEMEN

I would like to express my singular basic philosophy to which I worked : My artistic and professional endeavour to raise the level of the packaging of Australian manufacturers and producers to an International Standard! As we had to compete against Imported products in our domestic market...and the future would come when we must expand, and EXPORT our goods and products to Overseas markets!

TO THIS END

I contributed to every Overseas Packaging publication available in Australia on the subject of packaging; i.e. U.S.A. ; British ; Germany and where possible French and especially Italian and from these sources corresponded with respective overseas companies.

IN 1978

I went on my first investigatory and introductory trip of sixteen weeks into the packaging world, sponsored in America by Mr. Bruce Holmgren, the then Editor of 'Packaging Engineer' who opened every door to the top Design Houses; food manufacturers such as Quaker Oats; U.S. Grocery Products; Containers Limited and so on right across the United States!

From this visit I arranged a chain of design house etc. in L.A. ; San Francisco ; Chicago ; New York and and for a while Frankfurt, visiting them fairly regularly about every eighteen months from whom the knowledge and freely given technical expertise was invaluable in forecasting graphic trends and technical innovations .

On this visit I visited the Californian wine areas the Napa Valley and Sonoma and through high level introduction was a guest of the Gallo Winery the largest in America, producing more wine than the whole of the Australian Industry. (This winery is out of bounds to almost every) and I know of only few other Australians who have had this insight.

During subsequent visits I sort marketing areas and agencies for some of my wine clients; interviewing and reporting negatively on one appointed agent for H.M. Martin & Son Pty. Ltd.

On my 1981 was requested by Mr Ian Seppelt, then President of The Wine & Brandy Producers Assc. to survey the American and Canadian markets for the exporting of Australian wines ?.

After visiting Australian Consules on the Western seaboard that had resident Consules and the Canadian Consule in Vancouver, then Mr. Peter Clare and the head of the Canadian Liquor Control Board, and a large wine merchant and International distributor in New York, Morrell & Co., filed a complete report with some strongly suggested recommendations.

The Import regulations of wine into America is so critical that if it is not correct the landing of a shipment would not be permitted. Having dealt with the responsible department for such legislation, The Bureau Tobacco, Alcohol & Firearms I visited them in person acquainting myself with the personnel and with whom I often made telephone contact that kept me up to date and during that period

we became the information source of Export and domestic information to the Australian Wine Industry for many years, in fact so confident of our knowledge that any work we handled that was not correct in any factor of the law, we would correct and reprint the entire order at our expense! (Such an occurrence never arose)

Out of the Western area ; I researched the Chinese market of Hong Kong and Singapore for TOLLEY SCOTT & TOLLEY & TOLLEY P/LTD.WHO, then were Australias' largest producers of brandy namely T.S.. Brandy as they wished to expand their sales into an export market.

Upon this research and the cultural-knowledged of the South East Asian branch of J. Walter Thompson, Singapore created a complete ensemble, a special bottle, and special labelling for the Eastern market. With the personal market launch to the area by the then Managing Director Mr. Lance Ackland. (See attached clipping)

Sufficient with this general cursory preamble with your acceptance submit more precise and specific details under separate headings.

Sincerely,

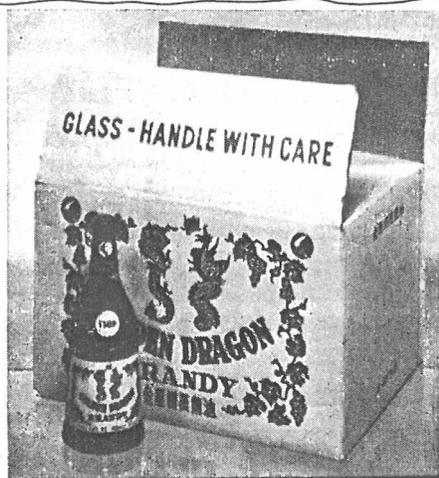
WYTT MORRO

GLASS

An overseas survey of the Chinese market proved to be one of the factors that helped E. & F. Tolley Pty. Ltd. gain an Award with their 26 oz. Bottle Golden Dragon Brandy and carton. The intention of the bottle shape was to combine the best features of the selling brands in SE Asia yet to produce an original shape; to produce labels with colours favourable to the Chinese; to identify the product as Australian. Label printing by Collotype Ltd., SA, on medium weight (30 lb.) imported American cast-coated and gummed paper. Printing 4 colour offset; gold printing by letterpress and hot embossed.

Package Manufacturer: (Bottle) Australian Glass Manufacturers Co.; (Carton) ACI Fibre Packages Co.

Package Designer: (Bottle) E. & F. Tolley in conjunction with AGM; (Label) Wyt Morro, Adelaide, SA.



INVOLVEMENTS & ACHIEVEMENTS

THE S.A. DIVISION of AUSTRALIAN INDUSTRIAL DESIGN COUNCIL

I was upon the executive committee called by the President of the S.A. Chamber of Manufacturers (Mr. E. Schroder) to form the S.A. Division.

Submission A

THE NATION PACKAGING ASSOCIATION OF AUSTRALIA

As above was upon the executive to form the Division of N.P.A. South Australia.

Sub. B

FURTHER NATIONAL PACKAGING ASSC... INVOLVEMENTS

A Judge of the National Packaging Competitions in South Australia.

The lecturer in the National Packaging Course on the subject "Packaging Design" and the writing of the examination paper.

Sub. C D

THE CLASSIC WINES CLUB OF AUSTRALIA Inc.

On the inaugural committee and foundation member of the above Club

Creating the Heraldic bearings for the club, as such was to be of International level as we were to correspond with world; to qualify the elements of its creation I wrote the 'Symbolic Story Behind Our Heraldic Bearings' and printed along the bottom of the stationery.

Sub. E

AUSTRALIAN INSTITUTE OF PACKAGING

As an early member of the Institute, was invited to present the Tutorial address to AUSPACK '83 on "Effective Label Design" during a session of this International Labelling Exhibition.

Through The Australian Institute of Packaging a visit was approved by The Indian Institute of Packaging to provide a two lecture session

Sub. F G

THE ROTARY CLUB OF ADELAIDE EAST

Member of the above club under the classification of Packaging Designer. Enjoying the fellowship of International travelling, but through the pressure of business at a later date resigned.

Sub. H

THE DUKE OF EDINBURGH'S AWARD IN AUSTRALIA

Honorary designing of the Award Certificate for Australia, presented to His Highness for approval he passed an interesting comment I would like to quote, "it's a pity nobody thought of this in England"

As a Life Member subsequently inscribed the annual certificates for presentation each years Awards.

S UB. I J

.. 2

INVOLVEMENTS & ACHIEVEMENTS

THE AUSTRALIAN WINE BOARD

To research, National and International surveys for the development with Australian Wine Board of a National Symbol that would identify all wines produced in Australia..For their easy and immediate recognition in the worlds International market places.

Please find letter and a sample sheet of one of the flour combinations, (as the design was proofed in numerous colours)

These sample proofings and the letter were sent to the following :

The Secretary, Department of Trade & industry, Canberra.
The secretar , Department of Primary Industry, Canberra.
44 Trade Commissioners throughout the world.

Sub. K

3 LEGAL SUBMISSIONS TO COMMISSIONER CUTHLL

Preparing three separate submissions for hearings that were conducted in Melbourne, on the determination of packaging guidelines for the final framing of National Legislation, on the specific elements of terminolgy, respectivesizes and their location :

Such submissions were prepared for ;

The Australian Wine Board.
The two Managing Directors of the following wineries ;
Mr. T.W.C. Angove of Angove' Pty. Ltd
Mr.A.E. Hocking of A.E.& F. Tolley Pty. Ltd.
AND ;one ,written, not presented in person to the hearings, from myself Wytt Morro & SON, from a functional and practical applicational point of view!

Sub. L

TRADE PRACTICES COMMISSION SUBMISSIONS

Requested by the Australian Wine and Brandy Producers Assoiation to reply to allegations of misleading conduct and wine labelling. (Refer letter Submission M) To which I made recommendations of surveilance, control and industrial penalties.

P:S; The Association's LOGO I designed a number of years ago.

Sub. M

THE AUSTRALIAN PACKAGING MAGAZINE

The Editor asked if I would a gathering of our South Australian designers and convene a discussion forum on the subject of the criteria of 'Good Packaging' I rallied seven of our top practitioners, the findings from which appeared in the next months Packaging journal.

Sub. N

DESIGNERS CODE OF ETHICS & SUGGESTED PRICE LIST

On the inaugural committee of Graphics Designers who compiled a code of ethical practice, and compiled a suggested basis for a costing structure.

Sub. o

STUDENTS : WORK EXPERIENCE SCHEME

In conjunction with the Educations Departments school students insight to work practice, took in students, and wrote the report upon their work, attitude and compatability for the profession.

Sub. P

continued... 3

... 3

INVOLVEMENTS & ACHIEVEMENTS

UNITED KINGDOM MEMBERSHIP

Inducted as member of the United Kingdom's INSTITUTE OF PACKAGING. At that time 1965 one of only three Australians to be admitted.

Subsequently, upon the visit of a Fellow of the Institute Mr. William Gordon, to Australia on his Churchill Scholarship tour proposed that I should become a Fellow of The ROYAL SOCIETY ARTS, and he would be my sponsor and that no other support would be necessary.

As being in Australia I felt apart from the honour there would be no practical value as I could not attend lectures or exhibitions thus I did not accept the offer!

Letters and relative correspondence...Submission. Q

THE CHURCHILL SCHOLARSHIP

Upon strong recommendations from many of my clients and associates I submitted an application for the above Travelling Scholarship. The papers of that application, the reasons and ultimate application of the knowledge and experience gained expressed.

Listed are references of the Sponsors :

Arthur E. Sampson. A.A.S.A., A.C.I.A.S., I.C.A., F.I.A.M., A.P.I.A.
Regional Manager for S.A. Australian
Consolidated Industries Ltd. and Subsidiary Companies. Refer reference.

P. J. KEARNS. F.C.I.V., F.R.E.I., J.P.
Immediate Past District Governor.
Rotary International

Thomas W. Hardy.
Managing Director, Thomas Hardy & Son
Pty., Ltd. Vignerons & Vintners.

David JOHNSTON-BELL.
Publisher, Managing Director of the
'Australian Packaging' Magazine.

Submission. R

"FASSON" PRESSURE SENSITIVE PACKAGING COMPETITIONS.

Upon the launching of the 1st. National Fasson Design Award Competitions I was invited to be one of the inaugural judges which I accepted, and became senior judge of the panel for the next eight years.

For my final year I was commissioned to design a special label to dress a specially selected range of wines to be served at the Presentation Dinner. Creating a brand name "Classique" which was registered as a trade mark.

At the dinner, quite unsuspectingly, the Managing Director of Fasson made a Special Award to me, 'Design of Excellence' Plaque!

continued.. 4

.... 4

INVOLVEMENTS & ACHIEVEMENTS

THE FRENCH 'DOYPACK' AUSTRALIAN REPRESENTATION

From Professor Doyan's visit to the Australian Milk Board, he came to my studio to suggest I represent and market this patented 'Doypack' to the Australian Wine Industry!

To this end he invited me to visit his factory in Lyon, France and its use throughout Europe.

After visiting his factory he flew me down to a winery in Spain that was producing 100,000 a month.

I researched it further and found that the Hospitals in France, Italy and Spain were taking it as part of their daily rejuvenating treatment.

I further investigated its presence in England and America's market places, and its possibilities..? Finding NO market places, and NO enthusiasm for it as a great media for wine sales.

WORLD INTERNATIONAL PACKAGING ASSOCIATIONS

His Overseas itinerary of packaging bodies, visiting if and when in that country, or by correspondence :

PORTUGAL.

Instituto Portugues de Embalagem. LISBON 3,
Mr. Joao de Moura Ribeiro Belo.

NETHERLANDS.

Nederlands Verpakkingscentrum. HAGUE
Mr R. O. Calisch.

Icograda. AMSERDAM .

Mr. Pieter Brattinga.

GREAT BRITAIN.

International Council of Graphic Desing Association.
LONDON . Mr. W. M. deMajo.

Pira. SURREY.

MR. Frank Paine.

SWITZERLAND.

The Magazine Graphos.
The Editor.(Cannot recall his Name.

HONG KONG.

He was a guest of S.E.Asian Institute of Packaging and entertained by many Graphic Art studios whilst there.

OVERSEAS DESIGN HOUSES ASSOCIATED WITH

His chain of Graphic Design Houses he called upon and was accept as an associate and entertained as a friend. Two of their head designers visited him in Australia because of this relationship, namely, Mr. Irv Koons. Packaging Man of the Year, 1985. Now Senior Advisor to the Administrator, United Nations Development Programme, New York. And, Mr. Gene Harte, Of Harte,

continued..... 5

..... 5

INVOLVES & ACHIEVEMENTS

OVERSEAS DESIGN HOUSES associated with continued..

NEW YORK

IRV KOONS & ASSC.

Now as above mentioned Senior Advisor with United Nations

GIANNINOTO ASSOCIATES INC.

133 East, 54th. Street, N.Y. 10022.

John A. DiGianni, Chief Designer.

HANS FLINK

13 Springvale Road, Croton- on Hudson, N.Y. 10520

Hans & his wife Dorothea.

CHICAGO

BOB DICKENS DESIGN GROUP

13 West Grand Avenue, Chicago, Illinois. 60610

Bob Dickens, The Owner.

SAN FRANCISCO

WALTER LANDOR & ASSOCIATES

Pier 5, San Francisco, 'Ferryboat' Klamath, California.

Numerous Directors.

LOS ANGELES

HARTE YAMASHITA & HARTE Inc.

127 Midden Reach Road, Los Angeles.

Gene Harte, Senior Partner.

GERMANY

GERBRUDER GILLERT

Frankfurt,

The largest Wine-label printing plant
in the world.

CALIFORNIA

KEITH THOMAS INC.

3211 South Shannon Street, Santa Ana, California.

92704

Keith Thomas, Senior Partner.

CHICAGO

MURRIE WHITE, DRUMMOND, LIENHART & ASSOCIATES

58 West Huron Street, Chicago, 60610

Murrie White, Senior Partner.

ENGLAND.

OMITTED : *Application for :*
Trade Commissioners Position

(Application attached.)

*All the above ; can be substantiated by
filed documentation !*

LECTURE/COURSES & MAGAZINE ARTICLES

ROSEWORTHY AGRICULTURAL COLLEGE

Presenting to final year students of the Oenolgy Course a full afternoon session on wine-labelling, covering all aspects legislation, the physical limitation and the practical dressing of a bottle and the 'shipper' and a cursory discussion on marketing.

THE GAWLER ADULT EDUCATION & WINE GROWERS' ASSC.

The two above organisations combined to receive a paper entitled 'Dressing for the Market Place' Lecture paper attached!

AUST. NATIONAL PACKAGING COMPLETE TECHNOLOGY COURSE

Presented the paper on the subject of 'Consumer Packaging' one of some 14 subjects in the course, based upon such a course conducted in The United Kingdom by their Institute of Packaging.

S.A. MASTERS PRINTERS & ALLIED TRADES ASSC.

Lectured their meeting upon the subject of Design and Layout for general and jobbing printing.

"AUSPACK" LABEL EX '83 INTERNATIONAL LABEL EXHIBITION

Part of a Tutorial series papers given at the three day seminar presented the paper 'Effective Label Design'

ANNUAL NATIONAL SALES MEETINGS

At annual, all States sales meetings after luncheon would analyse their packaging answering questions on the different States marketing variations and a generalised policy on Packaging.

AWARDS PRESENTATION EVENING OF NATIONAL PACKAGING ASSC.

Upon the presentation of the winners in their respective categories, evaluated the specific award winning virtues.

GROUP GATHERINGS OF AN ASSORTED NATURE

Beefstake and Burgundy club after dinner addresses.

Private groups of wine buffs and the like after dinner speeches.

Womens morning social gathering.

MAGAZINE ARTICLES

Over the years numerous articles for 'AUSTRALIAN PACKAGING' under the Editorship of Mr. David Johnson-Bell, then his successor Mr. Norman McLeod. (See attached copies of three such articles)

American PACKAGING ENGINEER, whilst in America under the Editorship of Mr. Bruce Holmgren. CHICAGO.

AUSTRALIAN TRADING NEWS

The journal of the Australian trade commissioners.

AUSTRALIAN WINE BREWING & SPIRIT JOURNAL

The full article, "Dressing your product for the Market Place"

MAGAZINE ARTICLES...continued

AUSTRALIAN WINE BROWERS

The above book Edited by Andres Ousback, section written by Ms. Valma Hankel, Senior Librarian of S.A. State Library, the section upon Historic Australian Labels.

series of label I created for a very limited cache of wines found in the old tunnels of the silver mines, being part of Woodley Wines Pty., Ltd., then owned by Mr. Anthony Nelson, then also the Austrian Consul for South Australia. One of the labels in the set was later used as a commercial market label, becoming the most popular leader, ... Namely the 'QUEEN ADELAIDE' range.

Attached a sheet of the Original set, and the marketing folder circulated to among others, Overseas Consulars!

THE TRADE MAGAZINE. SUPER MARKET NEWS

General topical articles on consumer packaging over a wide spectrum of products.

PACKAGING AWARDS

INTRODUCTORY PRE-AMBLE

As all the framed awards that graced our studio walls, are with the collection at the S.A. State & Mortlock Library's, the fragments of my files I have drawn the following list, it may not be complete! But such can be completed by the Library's!

From the 1st. Australian National Packaging Competition 1964 I received a continuous stream of awards thereon; and was acknowledged as the most awarded Design House in Australia!

BUT! I was most particularly gratified with the knowledge that we had made a tangible contribution to the Commercial success of these products in the Market-place for our clients.

THE PRODUCTS & THEIR AWARD

WOODLEY'S "EST" WINE BOTTLE & DRESSING

This product had been on the market for 7 unsuccessful years selling little. Under this award winning ensemble the product sold over 1,000,000 bottles, verified by the metal capsule on future packaging! (Example available in State Lib.)

1964 .(ANPAC) AUSTRALIA NATIONAL PACKAGING COMPETITION. 'GOLD MEDAL'

TOLLEY'S "GOLDEN DRAGON" Export BRANDY BOTTLE & CARTON

1964 .(NPAC) GOLD MEDAL

'ORLANDO' BAROSSA COMPOSITE PACK . BAROSSA PEARL

1966 .(ANPAC) GOLD MEDAL

WOODLEY'S (Aboriginal theme Design) OLD WOODLEY PORT

19?? . Received enthusiastic praise in the prestigious journal 'MODERN PACKAGING' See attached article!

WOODLEY'S "QUEEN ADELAIDE" LABEL LABEL &

WOODLEY'S "GALATEA" MOSELLE.

1969 .(ANPAC) GOLD & SILVER MEDALS

MILDARA : FINE OLD TAWNY PORT CARTON &

MILDARA : "WHITE OPAL" WHITE WINE &

MILDARA : CABERNET SAUVIGNON "WHITE LABEL"

See attached magazine clipping.

1969 .(ANPAC) GOLD MEDAL

PALM BEACH TOWELS GIFT PACK

1972 .(ANPAC) HARDY'S TWO BOTTLE SWING-PACK .(GOLD MEDAL)

1974 .(ANPAC) GOLD MEDAL; Only gold medal awarded in the whole competition!

WOLF BLASS CAB/SAUVIGNON LANGHORN CREEK WRAP-ROUND LABEL

1974 .(ANPAC) GOLD MEDAL

HODGE'S LAWN SEED RANGE OF CARTONS

See attached letter.

197? .((ANPAC) GOLD MEDAL

HARDY'S "CORONET PORT" LABEL..To commemorate the Queen's Australian visit!

PACKAGING AWARDS

1976 . (ANPAC) GOLD & SILVER MEDALS (3)

DALGETY WINE ESTATES PTY LTD. 1. 2. 3.

1. Mr. PICKWICK'S PARTICULAR PORT

2. STONYFELL "METALA" PORT

3. STONYFELL "BIN" WINE SERIES

*A special article appeared in the Internation journal,
'WINE WORLD' Vol. 5. No. 1 Nov/Dec. 1975

1978 .(ANPAC) GOLD, SILVER & BEST USE OF MATERIAL (3 AWARDS)

HANS HEYSON'S 100 th. ANNIVERSARY PACK
BLEASDALE AGED VERDELHO MADEIRA Dressed Bottle.

2. The above bottle unit carton ;
BLEASDALE AGED VERDELHO MADEIRA CARTON

3. WOODLEY'S "QUEEN ADELAIDE" BRUT CHAMPAGNE LABELS

1980 .(ANPAC) SILVER AWARDS (2)

1. ANGOVE'S VINTAGE PORT GIFT PACK
Bottle dressing and the unit carton.

2. WOODLEY'S "LORD MELBOURNE" PORT LABEL

1982 . (ANPAC) GOLD MEDAL

BEENLEIGH RUM FULL RANGE OF LABEL SIZES

1988 (SPECIAL) "FASSON" PLACQUE, 'AWARD OF EXCELLENCE'

*For the design of a series of wine labels for the
wines servered at the Presentatin Dinner ! "CLASSIQUE"

1991 .(PICA) PRINTING INDUSTRY CRAFTSMAN AWARD
ANGOVE'S "St. AGNES"XO VERY OLD BRANDY

* There are gaps in the above listing of which I did not retain
any record, but the S.A. State Library could check and supply
futher details.

* Although the 'Anpac' competitions were only held every two years!

RETAINERS, CONSULTANCY & COMMITTEES

RETAINED BY :

ROTHMANS PTY.LTD., As their South Australian consultant and supervisor in the production of all packaging for their Wine Company holding, Walter Reynell & Son Pty. Ltd. (Yearly retainer)

MILDARA WINES PTY. LTD., Retained not only as their sole Designer but supervisor of all packaging production. (Yearly retainer)

H. M. MARTIN & SON PTY. LTD., Again as for 'Mildara' their sole Designer and overall supervisor of packaging production.

Attached, article by David Dunstan ;
"THE MAN BEHIND THE LABEL"

BOARD MEETING ATTENDANCE :

When marketing/packaging strategy or new product consideration was on the agenda of the board meetings of the larger companies ; Thomas Hardy's ; Mildara ; Seppelts ; Kaiser Stuhl ; Woodley Wines ; Renmano ; Berri Cooperative; Tolley Scott & olley ; Douglas A. Tolley ; G. Gramps and ect :

Carrying out necessary action generated at the meeting, reporting back or making a physical presentation at a subsequent board meeting.

Attending the weekly Sales Meetings of D. & J. Fowler (LION BRAND). Also similar meetings at G. WOOD SONS (ANCHOR BRAND), not held weekly!

The
WOODKERS 'EST'
Bottle Capoule.



The product 'Est' had been on the market
for a good number of years, with few sales!

We designed a complete new conception...
ie New Bottle Shape: A story type front
label — and a descriptive illustrated back
label!

The above was the result of the
New Packaging Design!

WJ

WYATT MORRIS & SON

March 1992

PACKAGING

Australia lags in design

John Wilkinson

Wytt Morro, doyen of the packaging industry, believes Australia still trails Europe and the US in both packaging innovation and simple, dramatic design.

Morro has travelled overseas every 18 months to Europe, and more frequently to the US, gathering a chain of leading industrial design houses as associates and friends.

Having spent 45 years purely in the field of consumer goods packaging design, Wytt Morro strongly believes the package must carry an individual, personalised impact for the manufacturer's product.

"As, indeed, the package is that company's number one salesman, and

in many cases the single advertising media for the product," he explains.

He believes the marketing department should be part of the packaging committee, from which disciplines and the designer's brief emanate.

The brief should outline the elements to be incorporated, and this should be condensed to only the essentials, because a pack really has only three seconds to capture the eye of the consumer and sell itself. Wytt Morro feels the best examples of packaging design were from continental Europe, particularly in the food sector.

"There is a dramatic simplicity in continental packaging, compared to most Australian designs

which are made complex by putting too many details about the product on the pack," Morro said.

"Most packaging graphics consist of an illustrative photograph, thus reducing it to a competition between photographers as to who took the most dramatic composition picture."

Wytt Morro also puts emphasis on the creation of a brand name and logo that stand out and have the potential to become a household name.

The emphasis on environmental aspects of packaging has become so strong that the recycling of material is at last reducing the enormous waste by the industry, he said.

In Germany, Wytt Morro explained, new regulations have been passed insisting that all imports use recycled paper, to be identified as such by a printed logo known as the Green Spot.

However, although acetate packaging cannot be recycled, Morro says more companies are using it, because of the trend towards letting consumers see what they are buying.

"The first demand that came into my studio was from the dried fruit and nut industry, and more recently premium quality chocolate manufacturers. One only has to view such imported products to know that export markets demand such packaging," he said.

Wytt Morro believes there can never be too much time spent on the consideration and execution of packaging. "I can quote case histories where packaging has created unbelievable sales for a product that had been on the market and was virtually dead," he claims.

Move to cut label imports

Label-maker Jacpaper has invested \$10 million in a new Melbourne plant, as part of a strategy to replace imports with locally-produced labels.

The company is conducting research and development in Melbourne. To date, this has helped it develop its own adhesives, rather than relying on imports.

Marketing director Noel Mitchell said the company was moving towards water-based acrylic technologies, as 70 per cent of the world now uses these. Another factor influencing product development is recycling.

"We are moving towards more environmentally-friendly product, which is better for our workers and our customers," Mitchell said.

"In the future, the label will have to be made of the same material as the bottle, to enable the entire product to be recycled. This has influenced us to develop synthetic films rather than continue to work with paper."

Moves towards film are producing better quality labels which are also more suited to squeezable products. However, Mitchell said the paper label will be around for a long time, as films only have 40 per cent of the market.

"Prime labels will tend to be synthetic films, while those requiring variable printing processes - like computer labels - will remain on paper," he predicted.

*I should have
back from the
States last
week.*

Wym!
This is simply the Cover showing the
type of news paper it is ie printed in
full colour.

AUSTRALIAN
Supermarket
NEWS