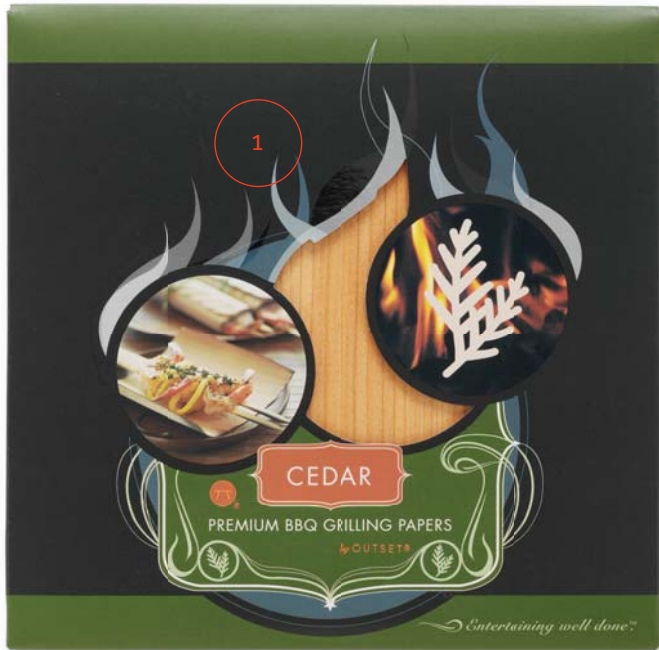


IN-HOWSE DESIGN AWARDS
BEST OF SHOW



1 A flame-shaped die-cut not only reveals the product (and allows a buyer to touch it) but coordinates with related items in the Outset line.



2 Outset Inc.'s picnic-table logo is embossed in copper foil on all its packaging; it also shows up on the products themselves, cut out of the blade of a spatula or embossed in a wooden steak-knife handle.

Packaging Well Done

A grilling-products company smokes its competition with a smartly designed package.

BY BRYN MOOTH

Consider the graphics usually associated with barbecue sauces and grilling tools: cheesy Old-West typography, stylized flames, cattle brands, photos of glistening steaks. The creative team at Outset Inc. literally threw those old conventions into the fire when they designed packaging for a brand-new BBQ product, a collection of grilling papers.

The Minnesota-based manufacturer of barbecue and barware items offers high-quality, upscale goods at reasonable prices. Across the board, its brand carries a smart aesthetic, with a sophisticated palette of charcoal gray and warm accent colors, and an embossed copper-foil picnic-table logo. (In fact, the company's

line of wood chips for grilling scored an award in last year's In-HOWse Design Awards.)

The packaging system for this new line, introduced in 2007, had to do double duty, not only promoting the product but educating customers on its use. The grilling papers are thin sheets of natural wood (including maple, cherry and cedar) designed to wrap around meats or veggies, steaming the food and infusing it with flavor as it's grilled.

So the face of the slim, square envelope includes a die-cut that reveals the product, with a well-composed photograph showing it in use, and a simple leaf icon that denotes the type of wood. The die-cut's flame shape is echoed in a pattern overprinted in opaque ink and gloss varnish. "The window allows for a glimpse and touch-point for the tactile product to speak for itself," says Outset in-house designer Amy Anderson. "This window borrows themes from the Outset wood chip packaging (an item closely related and often merchandised together)."

3 “Grilling papers have grown increasingly popular,” says designer Amy Anderson. “They offer flavor-enhancing options with added versatility, making at-home gourmet meals a possibility.”

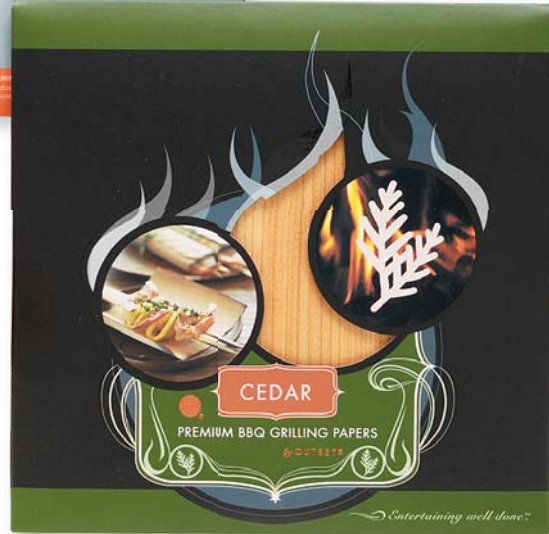


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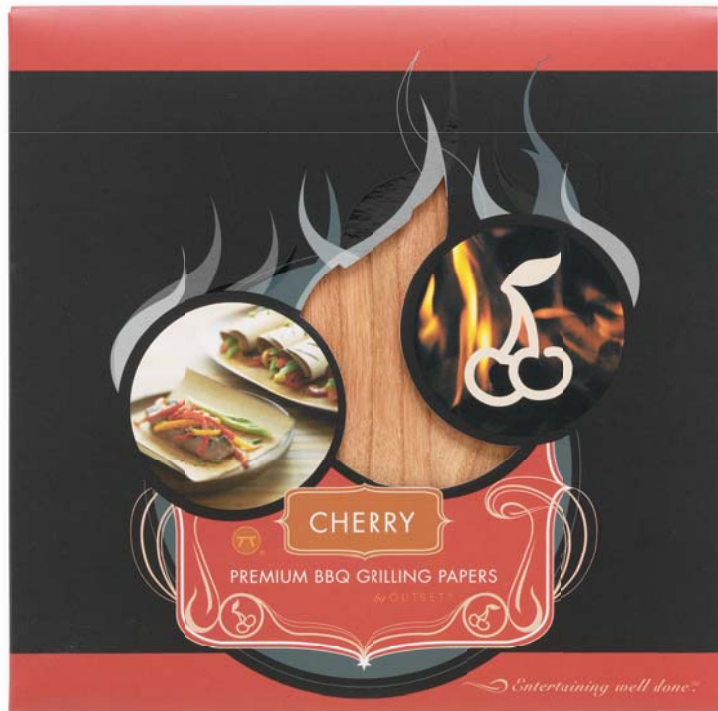
4 A matte charcoal gray is the signature color for all of Outset's grillware products, which include tongs and spatulas, long-handled matches, heat-resistant mitts and flavor enhancers like wood chips and grill papers. Pops of warm color accent the packaging system.



Anderson notes that the whole Outset brand is “deliberately simple, straightforward and sleek, with a touch of sass.”

The grilling papers packaging had to fit in with the company's range of more than 100 products—and it also had to appeal to both men and women with what Anderson calls “distinguished approachability.” “The package needed to project masculine sophistication while speaking to female purchasers.”

Anderson says the company sees a growing market for adventurous grilling, as consumers try to eat more healthfully: “At-home chefs are becoming more health-conscious and interested in alternative ways of adding flavor, and are also becoming more confident at the grill. It's not just for burgers and brats anymore.”



TITLE Outset BBQ Grilling Papers Packaging | **COMPANY/ ORGANIZATION** Outset Inc., Chanhassen, MN; www.outsetinc.com | **CREATIVE TEAM** Amy Anderson, Sarah Osborn, Lance Juusola