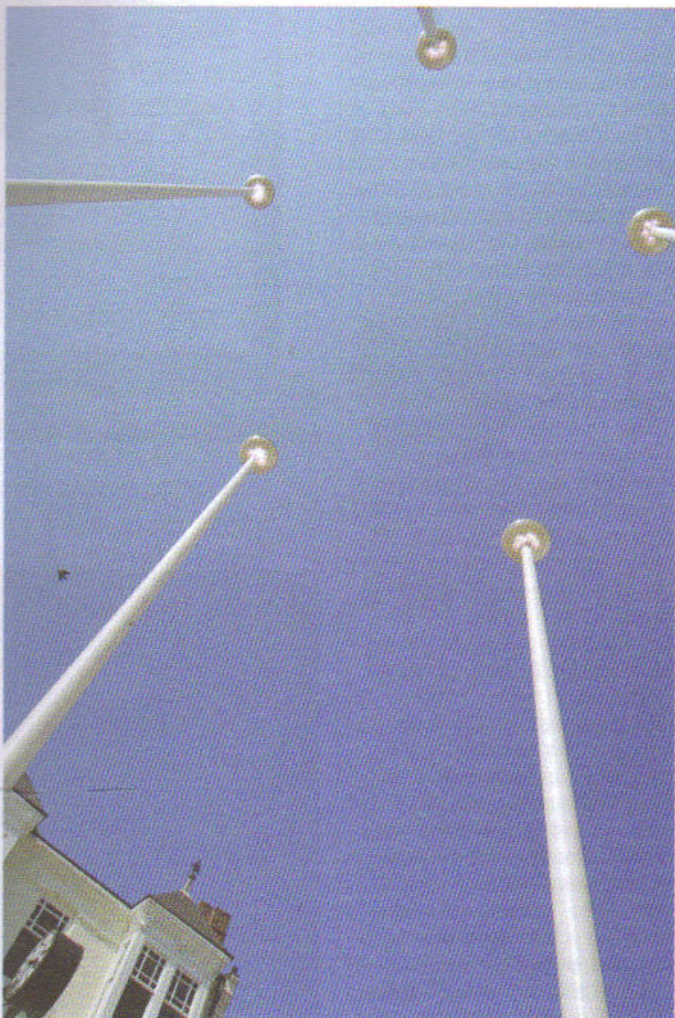




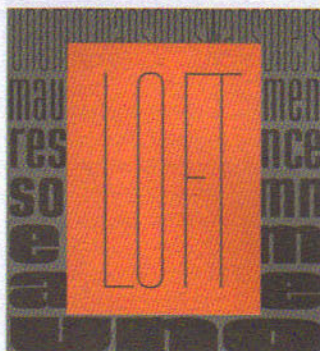
1



3



2



4



6



7

**5** Johnsons Juice is launching this week with a fresh brand identity and packaging, by Bristol-based consultancy Reach. The new packs feature a hand picking the best of the crop from a tree. The range comprises orange, apple and orange, apple and mango, raspberry and pomegranate. In August, Johnsons will unveil a new product – Pink Lemonade, also designed by Reach – as its first 'juice of the season'.

**6** Non-league side Sheffield Football Club, which claims to be the world's oldest football club, this year celebrates its 150th anniversary. As part of a new sponsorship drive, Design Bridge has refreshed the club's identity and supporting brand material. The project will culminate in a corporate gala dinner to be held in October.

**7** French wine brand Chateau Lagrezette has commissioned Italian designer Alessandro Esteri of Hand Made Group to create a wine holder for the brand that will be sold in Harrods, from July.