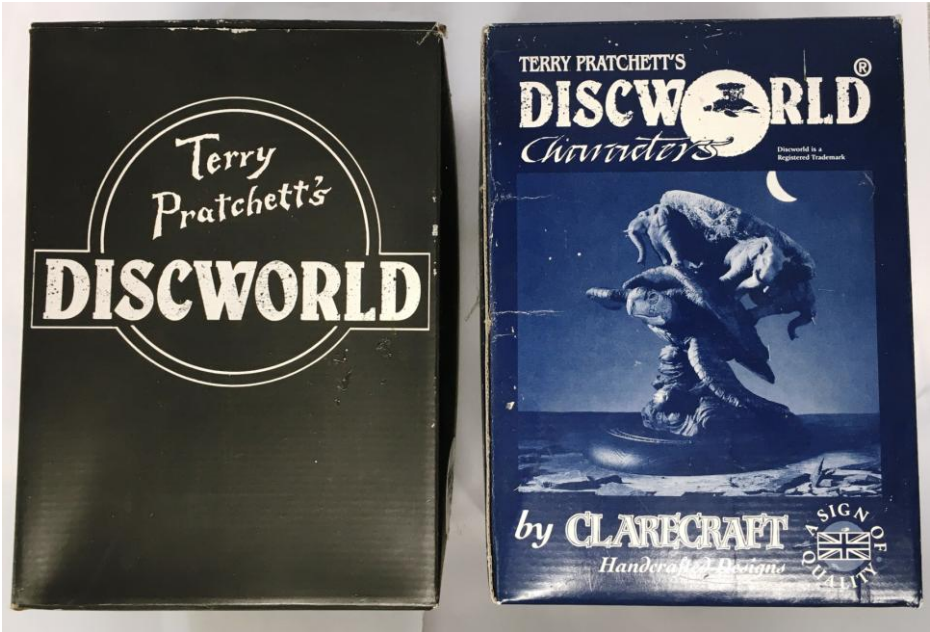


PACKAGING AND LABELS

Those of you have been customers for years will have seen the progression in the packaging. In the earliest days plain brown boxes were used then, after 1991/2 the black Discworld box was chosen. The 'Discworld in the Discworld' logo was developed in 1993 and, after 1999, a photograph of Leigh's Limited Edition Discworld was used on the boxes.



The original Clarecraft sticker is on the left, a basic sticker in the middle, used while we were waiting for our new 'Discworld in the Discworld' labels.

