



Fruit Crate Art 2012 Calendar Wall

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Fruit Crate Art Wall Calendar: Colorful and retro, these Fruit Crate Art graphics, derived from the labels affixed to vintage fruit crates, add an air of quaint sophistication to any wall. An interesting fact about fruit crate labels is that long before modern advertising coined the term "branding", fruit packing companies were already using this strategy. These vividly colorful labels could depict the area of fruit production, symbols related to the company name, and themes related to the lifestyle of the ideal consumer. Some fruit crate label designs were so widely recognized that these labels have become some of the earliest examples of "branding" in the United States. These beautiful images are a fascinating slice of life for anyone who loves vintage Americana. Bite into this wall calendar for a little taste of history.

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