COESKLIMA SUPERK



Properties list:

end-user packaging
range of products
update
information about content
folding carton
cardboard and paper
rough
opaque
contemporary
identity by colour
homecare products

To cease being anonymous and let oneself be known for elegance and style: with this objective over the last two years Coes has revamped its product packaging. The company has gone ahead with the change while mantaining some key basic elements: clear product communication, make the brand easily recognisable, stand out in visual appeal. The adopting of different colours for the eight lines of product has also facilitated their procurability in the storage phases, and has enabled a better product identification by the customer at the salespoint.

Reference: ItaliaImballaggio N.10 October 2007

Credits:

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