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PACKAGING DESIGN





Client: Dupont

Objective: Logo and package design for new product.



Sweet 'N Easy.™ Wherever life takes you.

Skip Intro

DUPONT



Sweet 'N Easy™ Wherever life takes you.

Skip Intro



Sweet 'N Easy. Wherever life takes you.



Sweet 'N Easy™ Wherever life takes you.

Skip Intro

SWEET 'N EASY

Sweet 'N Easy™ Wherever life takes you.

OUR PRODUCTS | ANY QUESTIONS? | FIND US

The Perfect Snack

Whether you're at home or on the run, we think you'll find our new whole bite-sized, fresh fruits and vegetables to be the perfect snack.

GROWN in climates that allow for peak flavor year-round, Sweet 'N Easy™ produce is carefully washed, then packaged in a flip-top, crush-resistant container.

So you can enjoy a delicious, healthy snack every time you flip open the lid. Fresh, convenient and bursting with irresistible flavor.

That's Sweet 'N Easy™ all the way.

RETAILER

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SWEET 'N EASY

Sweet 'N Easy™ Wherever life takes you.

OUR PRODUCTS | ANY QUESTIONS? | FIND US

How Does Sweet 'N Easy™ Get That Way?

Delicious year-round, market-fresh and always ripe. That's the Sweet 'N Easy™ promise. The question you might have is: How do we deliver on it?

We have searched the world for the soil and climate best-suited for the fruits and vegetables we grow. So while our grape tomatoes might favor the sun of Mexico, our blueberries might prefer the cooler climes of the United States.

Once we've got the climate right, we make sure the taste is right by testing every crop for natural sweetness, the right firmness (who wants a flabby snack!) and the perfect color. That's why, unlike other fruits and vegetables, Sweet 'N Easy™ always tastes great. Refreshingly sweet and bursting with flavor every time.

The packaging is pretty cool too. The flip-top lid lets you eat what you want now and keep the rest fresh for later. It's unique. But then again, so is everything else about Sweet 'N Easy™.

GRAPE TOMATOES
COMING SOON

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SWEET 'N EASY

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Sweet 'N Easy™ Grape Tomatoes

Naturally sweet with quality and taste that's consistent year-round. Low sodium, cholesterol free, low in calories, a good source of vitamin A and high in vitamin C.

Grape Tomatoes	
Serving Size: 1 container (3-oz., 143 grams)	
Amount Per Serving	Calories from Fat 0
Calories 35	% Daily Value*
Total Fat 5g	1%
Saturated Fat 0g	0%
Cholesterol 0mg	0%
Sodium 5mg	0%
Total Carbohydrate 7g	2%
Dietary Fiber 1g	4%
Sugars 4g	
Protein 1g	
Vitamin A 20%	Vitamin C 40%
Calcium 2%	Iron 2%

*Percent Daily Values are based on a diet of other people's secrets.
Source: PMA's Labeling Facts.

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SWEET 'N EASY

Sweet 'N Easy™ Wherever life takes you.

OUR PRODUCTS | SPECS | FAQs | SUPPORT

Specifications

Sweet 'N Easy™ Grape Tomato packaging specifications

- 5-oz. plastic cup with flip-top lid
- Top of package - 3.6" wide x 3" deep
- Base of package - 2.14" wide x 1.4" deep
- Height of package - 3.8" tall

Sweet 'N Easy™ Grape Tomato tray specifications

- Holds 12.5-oz. container
- Tray - 11.75" wide x 15.75" tall x 5" deep

Sweet 'N Easy™ Grape Tomato display specifications

- Display can hold 12 or 24 units
- Footprint - 14.5" wide x 20" deep
- Height - 52" tall

Sweet 'N Easy™ Grape Tomato shipping carton specifications

- 24 unit total per carton
- Holds 2-4 unit trays packed vertically
- Carton - 12" wide x 16" tall x 9" deep

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SWEET 'N EASY

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OUR PRODUCTS | SPECS | FAQs | SUPPORT

Mega Marketing Support

Colorful FSIs with compelling offers, bold in-store displays featuring a strong call-to-action, extensive sampling, even a full-blown mobile marketing program. When it comes to helping you promote Sweet 'N Easy™, we're operating on all cylinders.

PROMO PROGRAMS

DISPLAYS

SAMPLING

MOBILE MARKETING

Try Goodness on the go!

Enjoy Goodness on the go!

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SWEET 'N EASY

Sweet 'N Easy™ Wherever life takes you.

OUR PRODUCTS | SPECS | FAQs | SUPPORT

Goodness on the Go!

From cool and colorful vans to traffic-stopping display tents and banners, our mobile marketing efforts have everything you need to get your sales into high gear.

PROMO PROGRAMS

DISPLAYS

SAMPLING

MOBILE MARKETING

Try Goodness on the go!

Goodness on the go!

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Client: Dolphin Organics

Objective: Design logo and package for organic line of bath products for babies and teenagers. Design to capture the simple ingredients and the organic claim. While adding an essence of innocence and fun to attract mom shopping for baby or teens.



Client: Dolphin Organics

Objective: Design logo and package for a second organic line in the family of Dolphin Organics. Design to focus on teens and capture the youth, vibrant energetic and style while maintaining the brand's innocence and natural look.





Only and always natural

Every ingredient we use in new Dolphin Organics baby products is organic or natural. Sodium benzoate? Parabens? Sulphates? Never. Never. And never. Just hypoallergenic, tear-free products that are best for your baby.



Our products

Every ingredient we use in our new range of baby products is organic or natural. Sodium benzoate? Parabens? Sulphates? Never. Never. And never. Just hypoallergenic, tear-free products that are best for your baby.



Our difference

Many brands say they are organic and natural, but fail to mention they also use artificial ingredients. Not Dolphin Organics. Our ingredients are clearly identified and labeled.

With Dolphin Organics, you can be absolutely certain that only organic or natural ingredients touch your baby, just as you intended.




Only and always organic and natural.
Usage: Shake well. Pour into your hand or a washcloth. Thoroughly lather your baby's hair and skin. Rinse well.

INGREDIENTS: 70% ORGANIC

ORGANIC	NATURAL	ARTIFICIAL
ALOE BARBADENSIS LEAF JUICE		
DECI GLUCOSIDE		
OCIMUM COCCINUTUM OIL		
OCIMUM COCCINUTUM OIL		
SANTALUM ALBUM OIL		
CALENDULA OFFICINALIS FLOWER EXTRACT		
SAICHA ALBA BARK EXTRACT		
YUCCA SCHOTTII LEAF EXTRACT		
ANDRA SATIVA SEED OIL EXTRACT		
LANCIVOLA MUCOSA FLOWER EXTRACT		
CHAMPSIP TETRAGONOLIDA GUM		
GLYCERIN		
SODIUM HYALURONATE		
CAPRYLIC GLYCERIN		
UNDECYLENIC GLYCERIN		
POA GLYCOSIDE		
HYDROLYZED WHEAT PROTEIN		
LANTANUM		
FRAGRANCE		
PARABENS		
SULPHATES		
SODIUM BENZOATE		

Manufactured by Dolphin Organics LLC, NY 10519
1-800-368-3629
www.DolphinOrganics.com
Certified by NSF 303 by GAL Inc.

FOR MORE INFORMATION ON DOLPHIN ORGANICS, PLEASE VISIT www.dolphinorganics.com

Second Option Design

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Client: Dolphin Organics

Objective: Design brochure for new product launch of "Dolphin Organics" Brochure and design to capture the essence of brand, inform and educate.



Client: Five Star Objective: Logo and package design for high quality organic feel.

Other variation logos





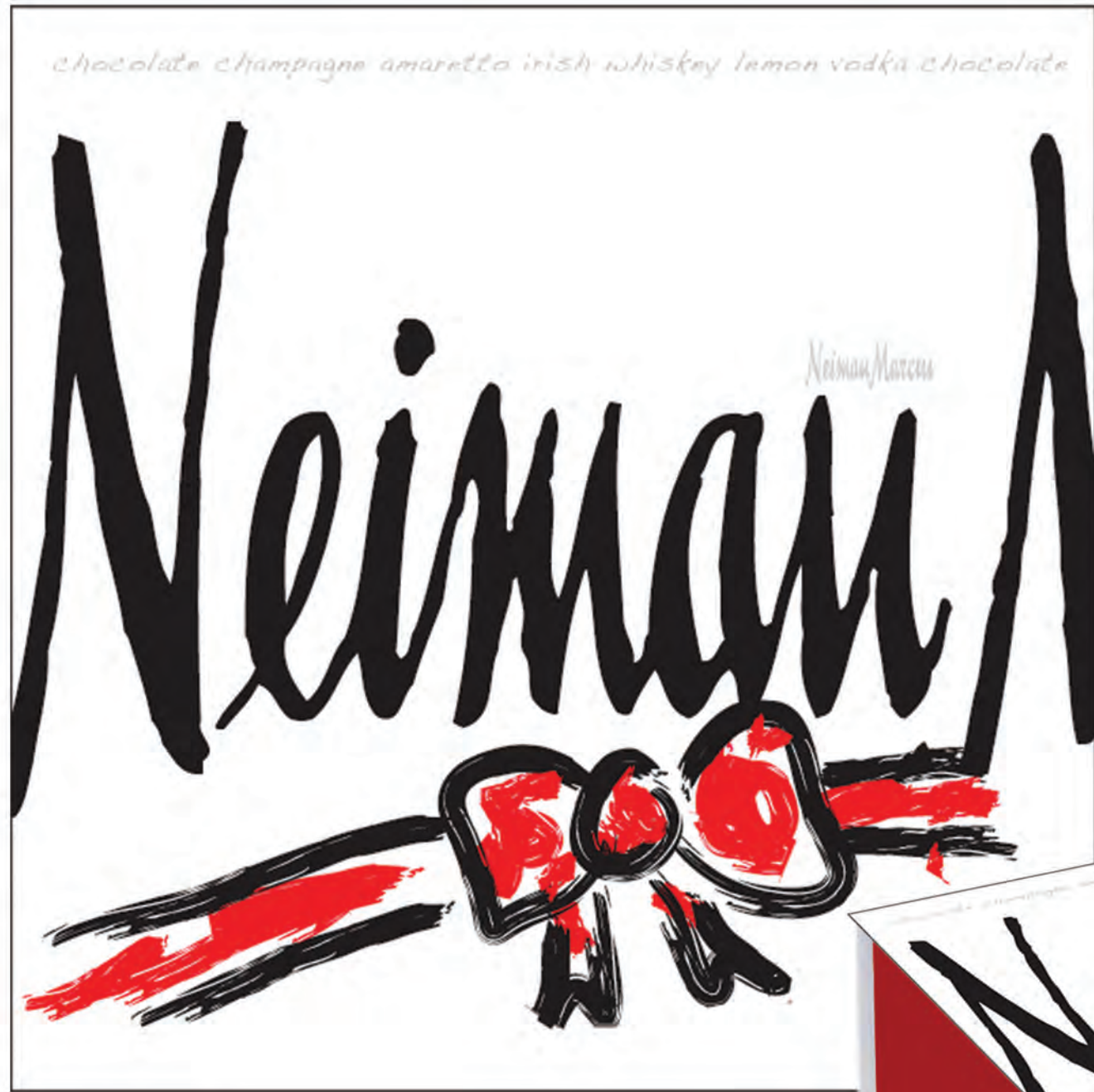
Kanberra Life



Client: Kanberra Life

Objective: Logo re-design and package design for a line of products that purifies air quality in cars, boats and homes. Package to evoke the cleanness of fresh air and high quality.





Neiman Marcus

Client: Neiman Marcus

Objective: Package design for holiday gifting of Neiman Marcus own line of flavor chocolates.





Neiman Marcus

Client: Neiman Marcus

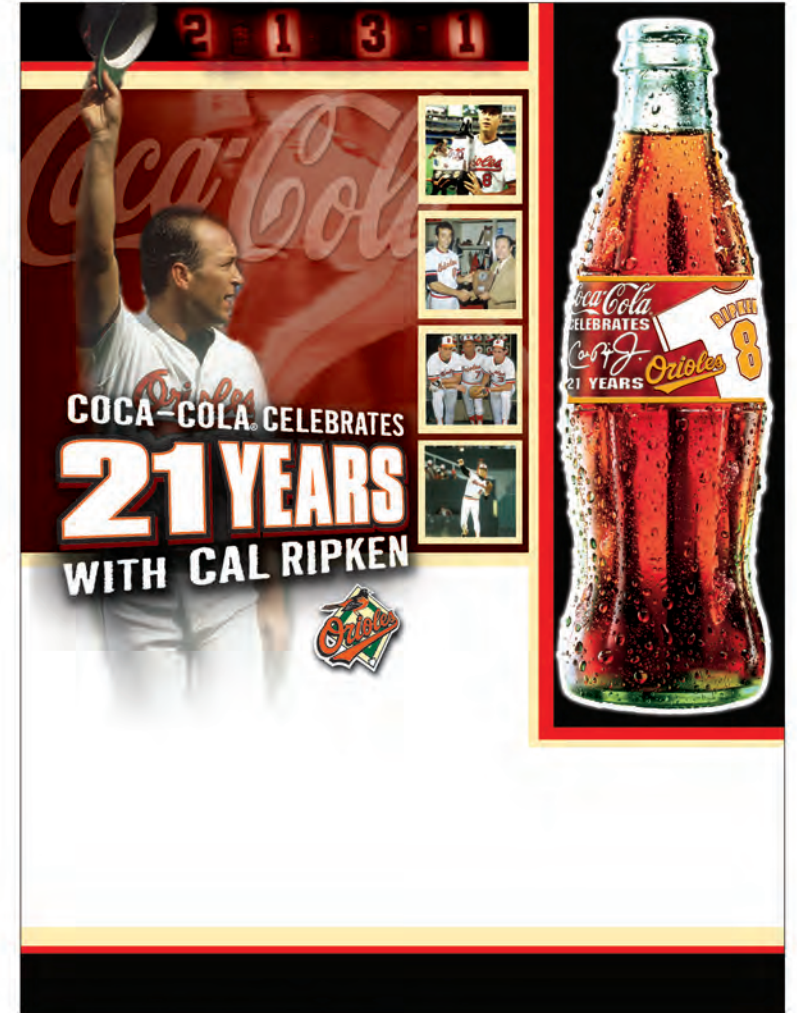
Objective: Package design for holiday gifting of Neiman Marcus own line of flavor chocolates.

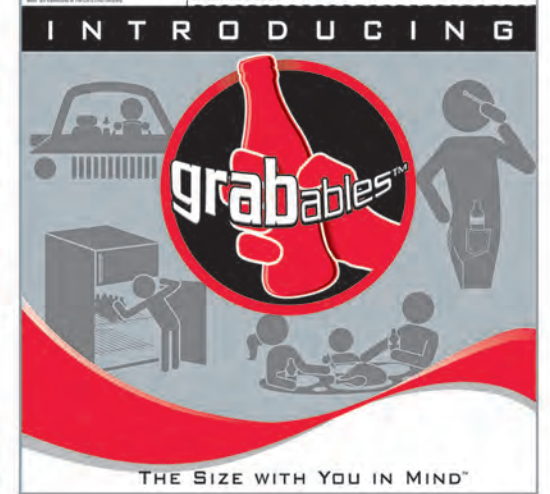
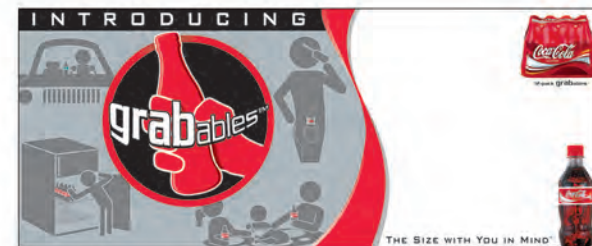




pany. "Coca-Cola," the Contour Bottle design and the Red Disk I

Coca-Cola





Coca-Cola

Client: Coca-Cola

Objective: Logo design for package, POS materials and wearables announcing new product line "Grabables" Logo to convey the ease of handle and portability of smaller size bottle.



Client: Culturelle

Objective: Logo and package design of the pre-existing brand. Design direction to focus on new logo and brand look to evoke ease of movement and modern design. Utilizing color and Icons to depict the various sizes and choices in brand line-up.



Client: Juicy Juice

Objective: Design package for new product line of July Juice.



Client: Juicy Juice

Objective: Design package for new product line of July Juice.



Client: Juicy Juice

Objective: Design package for new product line of July Juice.





Caress®









BLACK OPAL

EXPERIENCE DELICACY & SUSTAINABILITY



BLACK OPAL

EXPERIENCE DELICACY & SUSTAINABILITY

Sustainable Caviar

Sustainable food is in. With consumers increasingly aware of the state of the environment, sustainable food choices are gaining traction. In fact, 77% of Americans say sustainability factors into food-purchasing decisions (2014 Cone Communications Food Issues Trend Tracker) and 42% of North American consumers said they are willing to pay more for sustainable products (iStatista).



77% SUSTAINABILITY FACTORS INTO FOOD-PURCHASING



42% WOULD PAY MORE FOR SUSTAINABLE

Quality

Siberian sturgeon produced by Healthy Earth is sold by some of the most well-respected purveyors in the world. Healthy Earth caviar comes from Siberian sturgeon (*Acipenser baeri*) that is farm-raised on the Gulf Coast of Florida using sustainable practices. On our state-of-the-art modern farm, we reduce our environmental footprint by developing and perfecting water re-use technologies.

Taste

Healthy Earth caviar summons the storied history of this delicacy once controlled by kings. We use a mal-sol curing process to create the briny sweetness that gourmets have craved for hundreds of years. Mild and smooth, Healthy Earth caviar has small glistening grains with melt-in-your-mouth silkiness – a wonderful discovery, sure to become your velvety favorite.

Healthy Earth has become a favorite of the most discriminating chefs, including *xx* and *xx*. *Food and Wine* magazine recognized Healthy Earth caviar in its July, 2014 edition for reminding the author “of the real wild kind”.

FOOD & WINE

Safe & Sustainable Florida Coast Caviar

Healthy Earth caviar and sturgeon meat is produced on a state-of-the-art modern farm that focuses on developing and protecting our ability to re-use water to grow fish food in order to minimize our environmental footprint. We also follow strict food policy guidelines.

- Controlled Environment:** Healthy Earth sturgeon are grown indoors where all parameters – from diet to water quality – are strictly controlled, allowing us to produce caviar with a consistent flavor and quality.
- Food Safety:** Healthy Earth caviar and sturgeon meat are produced in accordance with all Country-of-Origin Labeling standards and are classified as U.S.-produced, meaning that our caviar is hatched, raised, harvested and processed in the U.S. Our growth and production techniques follow strict state and federal regulations.
- Water Re-Use:** Some aquaculture facilities may use “new” water as quickly as every 3 to 5 minutes. Technology in place at Healthy Earth allows us to clean and re-use water for 5 to 7 days, protecting a precious natural resource.



RAIVAR SARASOJA, INC. • 1800 2ND STREET, SUITE B92
 SARASOTA, FLORIDA 34236
 OFFICE 741.366.7770 • WWW.RAIVAR.ORG

Front




BLACK OPAL

EXPERIENCE DELICACY & SUSTAINABILITY


TEREY BAY AQUARIUM “SEAFOOD WATCH” BEST CHOICE




Back







Earthy Brown



garden ESSENTIALS


Perennial-Mulch

- Guaranteed for 12 years
- Colorfast for lasting beauty
- Helps control weeds
- Half the depth needed vs. traditional wood mulch
- Much heavier than wood mulch, won't float away
- Excellent for playgrounds

COVERAGE:
LANDSCAPING - APPROX. 10 SQ. FT. AT 1 TO 1 1/2" DEPTH
PLAYGROUNDS - MAINTAIN A 6" DEPTH (ASTM F 1232-99, F 1951-99 APPROVED)
RECOMMENDED FOR USE WITH DUPONT™ GARDEN PRODUCT™ WEED CONTROL FABRIC.

Manufactured from 100% Recycled Rubber Product
Net. Wt. 16 lbs./7.25 kgs

LIMITED WARRANTY: This product is guaranteed not to decompose or fade in color for a period of 12 years from date of Purchase, provided the Purchaser has used the product only for general landscape or playground purposes. Some uniform fading of color over time is expected and is not covered under this warranty. Further, additional accrued costs, such as labor for removal of original product, installation of replacement product and the cost of installation or other materials or expenses are not covered under this warranty. For product replacement or return, please provide 1% tags of the brand name, variety, the sample of the product and a brief written description of the problem. Send to: Dupont Landscape Systems, P.O. Box 92238, Wilmington, DE 19808-0238. For additional warranty information, please call 1-800-486-9822.






DU PONT
Garden Products

THE DUPONT[®] ADVANTAGE:
PROVEN, PROFESSIONAL INGREDIENTS
AND A COMMITMENT TO QUALITY

NEW

**2X⁺
THE
GROWTH**

**NUTRIENT-ENRICHED
POTTING MIX**
MEZCLA PARA MACETAS ENRIQUECIDA CON NUTRIENTES

MULTI-PURPOSE
MULTIUSO

- *FORTIFIED WITH SLOW RELEASE PLANT FOOD FOR 2X THE GROWTH COMPARED TO POTTING MIX WITHOUT FERTILIZER
- SPECIALLY DEVELOPED FOR CONTAINER GARDENING
- PROVEN, PROFESSIONAL INGREDIENTS PRODUCE CONSISTENT FRUIT AND VIBRANT BLOOMS
- 100% MONEY-BACK GUARANTEE

**PROS DEMAND IT...
Fertilizer
Feeds Up To
4
Months!
NOW YOU CAN HAVE IT!**

DU PONT
Garden Products

SEE BACK FOR SPANISH
NET CONTENTS: 1 cu. ft. (28.3 L)
VERSION EN ESPAÑOL EN EL REVERSO
CONTENIDO NETO: 1 pie cúbico (28.3 L)

0.20 - 0.11 - 0.23

THE DUPONT[®] ADVANTAGE:
PROVEN, PROFESSIONAL INGREDIENTS
AND A COMMITMENT TO QUALITY

NEW

DU PONT
Garden Products

**NUTRIENT-ENRICHED
GARDEN SOIL**
SPANISH TRANSLATION SPANISH TRANSLATION
LAWN, SEED AND SOO SOIL

- GREENER, THICKER LAWN—ON YOUR MONEY-BACK
- IDEAL FOR NEW LAWNS OR PREPARING BARE PATCHES
- SOIL TO FASTER ROOTING—EVEN ON HEAVY CLAY
- CONTAINS A MIXTURE OF SOIL CONDITIONERS TO IMPROVE SOIL MOISTURE, AERATION, AND ROOT DEVELOPMENT
- 100% MONEY-BACK GUARANTEE

**PROS DEMAND IT...
Fertilizer
Feeds Up To
4
Months!
NOW YOU CAN HAVE IT!**

DU PONT
Garden Products

SEE BACK FOR SPANISH
NET CONTENTS: 1 cu. ft. (28.3 L)
VERSION EN ESPAÑOL EN EL REVERSO
CONTENIDO NETO: 1 pie cúbico (28.3 L)

THE DUPONT[®] ADVANTAGE:
PROVEN, PROFESSIONAL INGREDIENTS
AND A COMMITMENT TO QUALITY

NEW

DU PONT
Garden Products

**NUTRIENT-ENRICHED
GARDEN SOIL**
SPANISH TRANSLATION SPANISH TRANSLATION
FLOWER AND VEGETABLE PLANTING MIX

- MAXIMIZE YOUR YIELD—EVEN ON HEAVY CLAY
- IDEAL FOR NEW PLANTINGS OR PREPARING BARE PATCHES
- SOIL TO FASTER ROOTING—EVEN ON HEAVY CLAY
- CONTAINS A MIXTURE OF SOIL CONDITIONERS TO IMPROVE SOIL MOISTURE, AERATION, AND ROOT DEVELOPMENT
- 100% MONEY-BACK GUARANTEE

**PROS DEMAND IT...
Fertilizer
Feeds Up To
4
Months!
NOW YOU CAN HAVE IT!**

DU PONT
Garden Products

SEE BACK FOR SPANISH
NET CONTENTS: 1 cu. ft. (28.3 L)
VERSION EN ESPAÑOL EN EL REVERSO
CONTENIDO NETO: 1 pie cúbico (28.3 L)

THE DUPONT[®] ADVANTAGE:
PROVEN, PROFESSIONAL INGREDIENTS
AND A COMMITMENT TO QUALITY

NEW

DU PONT
Garden Products

**NUTRIENT-ENRICHED
POTTING MIX**
SPANISH TRANSLATION SPANISH TRANSLATION
MOISTURE CONTROL

- MAXIMIZE YOUR YIELD—EVEN ON HEAVY CLAY
- IDEAL FOR NEW PLANTINGS OR PREPARING BARE PATCHES
- SOIL TO FASTER ROOTING—EVEN ON HEAVY CLAY
- CONTAINS A MIXTURE OF SOIL CONDITIONERS TO IMPROVE SOIL MOISTURE, AERATION, AND ROOT DEVELOPMENT
- 100% MONEY-BACK GUARANTEE

**PROS DEMAND IT...
Fertilizer
Feeds Up To
4
Months!
NOW YOU CAN HAVE IT!**

DU PONT
Garden Products

SEE BACK FOR SPANISH
NET CONTENTS: 1 cu. ft. (28.3 L)
VERSION EN ESPAÑOL EN EL REVERSO
CONTENIDO NETO: 1 pie cúbico (28.3 L)

THE DUPONT[®] ADVANTAGE:
PROVEN, PROFESSIONAL INGREDIENTS
AND A COMMITMENT TO QUALITY

NEW

DU PONT
Garden Products

**NUTRIENT-ENRICHED
GARDEN SOIL**
SPANISH TRANSLATION SPANISH TRANSLATION
TREE AND SHRUB PLANTING MIX

- MOISTURE AND DEEPER ROOTS—EVEN ON HEAVY CLAY
- IDEAL FOR NEW PLANTINGS OR PREPARING BARE PATCHES
- SOIL TO FASTER ROOTING—EVEN ON HEAVY CLAY
- CONTAINS A MIXTURE OF SOIL CONDITIONERS TO IMPROVE SOIL MOISTURE, AERATION, AND ROOT DEVELOPMENT
- 100% MONEY-BACK GUARANTEE

**PROS DEMAND IT...
Fertilizer
Feeds Up To
4
Months!
NOW YOU CAN HAVE IT!**

DU PONT
Garden Products

SEE BACK FOR SPANISH
NET CONTENTS: 1 cu. ft. (28.3 L)
VERSION EN ESPAÑOL EN EL REVERSO
CONTENIDO NETO: 1 pie cúbico (28.3 L)



D O L L K A
M O R I C O



THANK YOU!