DOLKA

MORICO

Client: Dupont
Objective: Logo and package design for new product.

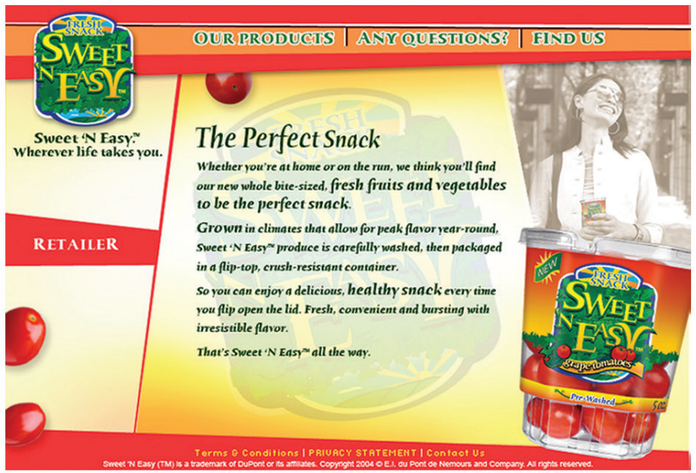
PACKAGING DESIGN_FOR NEW PRODUCT SWEET 'N EASY

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


OUR PRODUCTS | ANY QUESTIONS? | FIND US
Sweet 'N Easy.™ Wherever life takes you.
RETAILER
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.
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OUR PRODUCTS | ANY QUESTIONS? | FIND US
Sweet 'N Easy.™ Wherever life takes you.
GRAPE TOMATOES COMING SOON
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.™
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OUR PRODUCTS | ANY QUESTIONS? | FIND US
Sweet 'N Easy.™ Wherever life takes you.
GRAPE TOMATOES
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 (5 oz., 142 grams)
Amount Per Serving
Calories 35 Calories from Fat 0
% 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 based on a 2,000-calorie diet. Source: FMA's Labeling Facts.
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OUR PRODUCTS | SPECS | FAQS | SUPPORT
Sweet 'N Easy.™ Wherever life takes you.
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 – 3.6" tall
Sweet 'N Easy™ Grape Tomato tray specifications
•Holds 12 5-oz. containers
•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 units total per carton
•Holds 2 – twelve unit trays packed vertically
•Carton – 12" wide x 16" tall x 9" deep
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OUR PRODUCTS | SPECS | FAQS | SUPPORT
Sweet 'N Easy.™ Wherever life takes you.
PROMO PROGRAMS
DISPLAYS
SAMPLING
MOBILE MARKETING
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.
Try Goodness on the Go!
Enjoy Goodness on the Go!
$1.00 OFF
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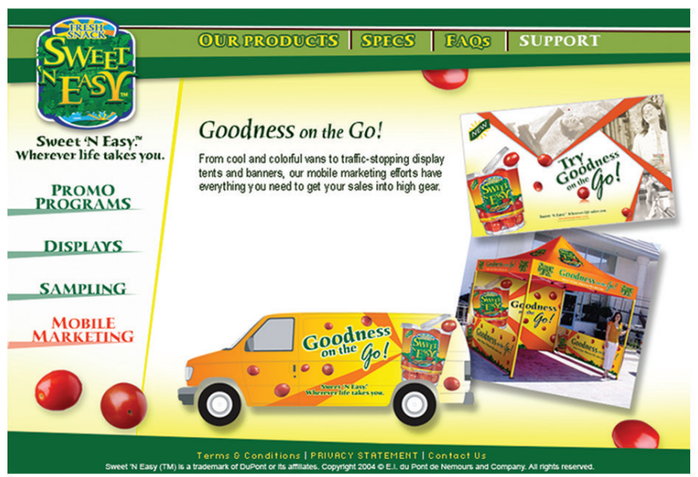
OUR PRODUCTS | SPECS | FAQS | SUPPORT
Sweet 'N Easy.™ Wherever life takes you.
PROMO PROGRAMS
DISPLAYS
SAMPLING
MOBILE MARKETING
Goodness on the Go!
From cool and colorful vans to traffic-stopping display tents and banners, our mobile marketing efforts have everything you need to get your sales into high gear.
Try Goodness on the Go!
Goodness on the Go!
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dolphin organics™

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.

Second Option Design

dolphin organics™

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.

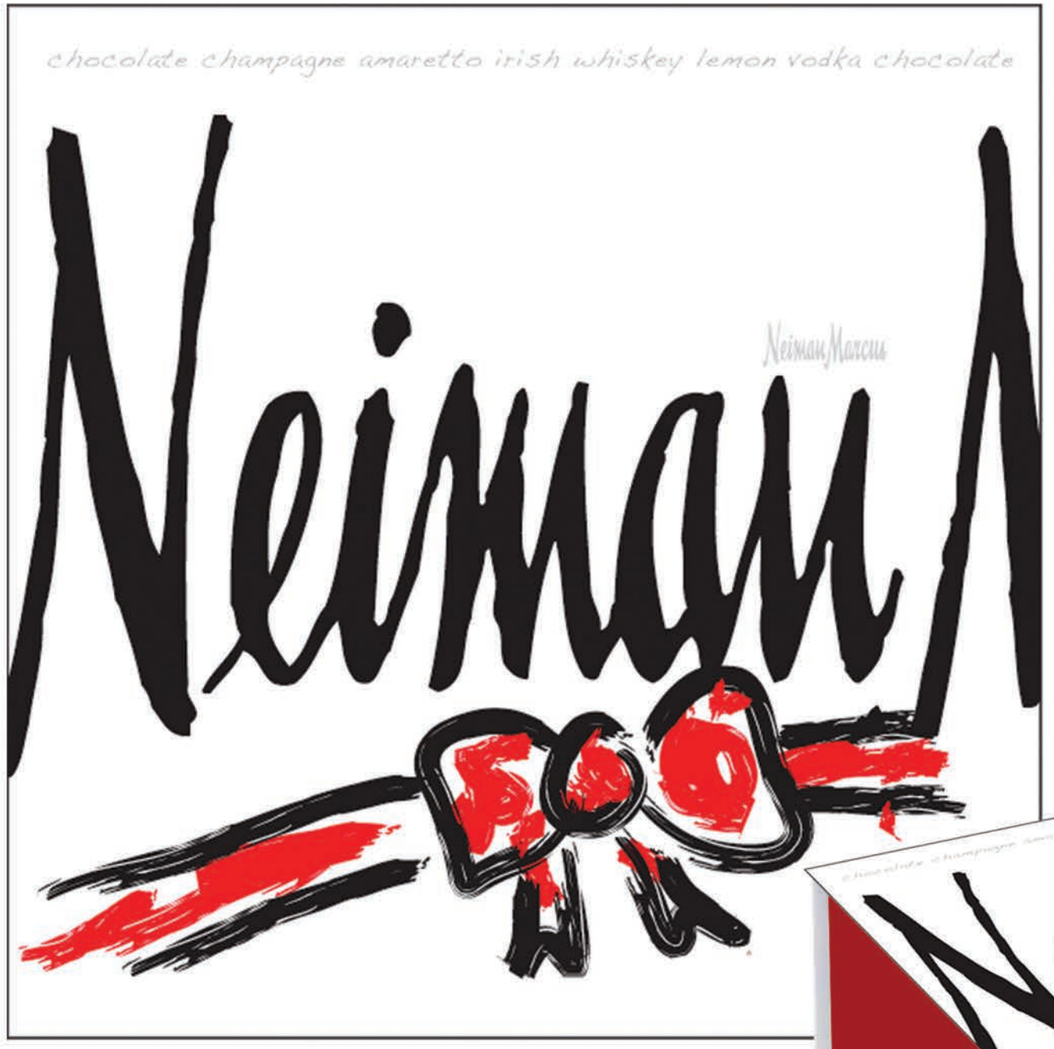
Other variation logos

FiveStar FIVE STAR FiveStar FiveStar FIVE Star FIVE STAR Five Star FIVE STAR

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.

KANBERRA
LIFE

KANBERRA LIFE - LOGO & PACKAGE DESIGN - KANBERRA LIFE



Neiman Marcus

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

Neiman Marcus

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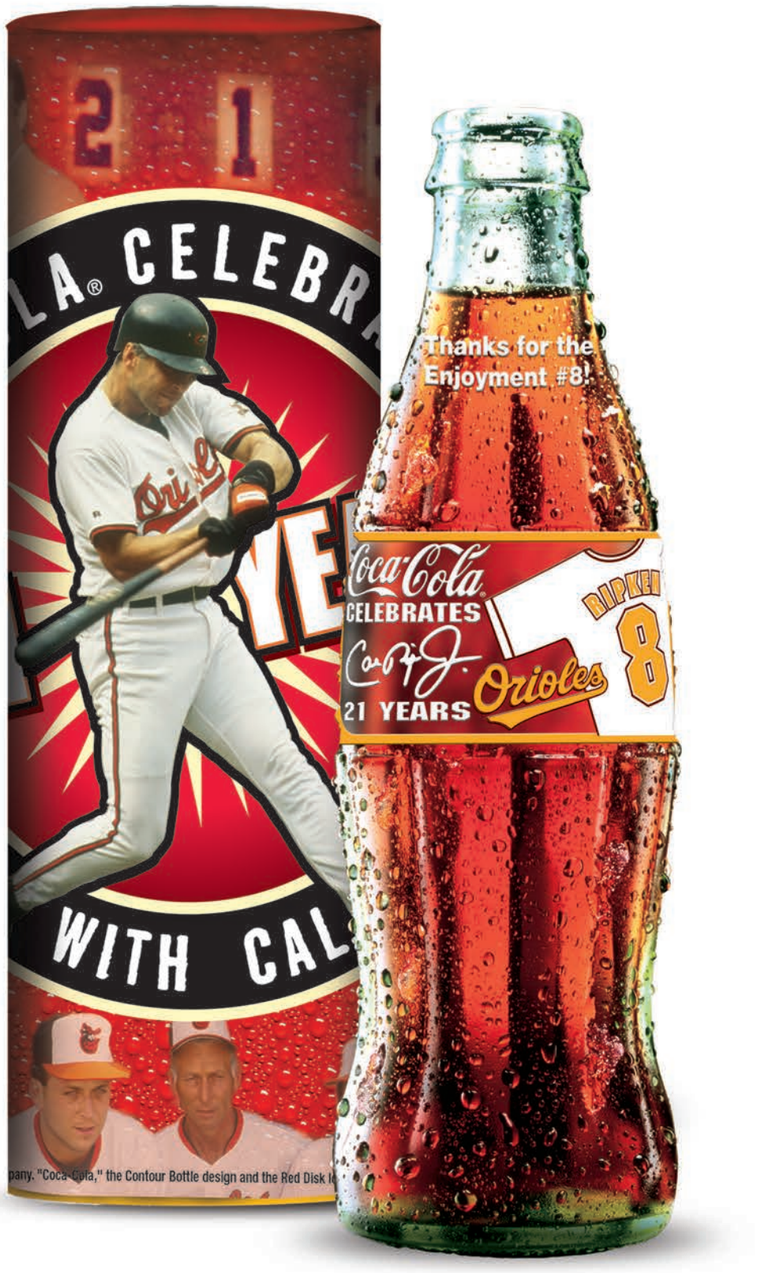
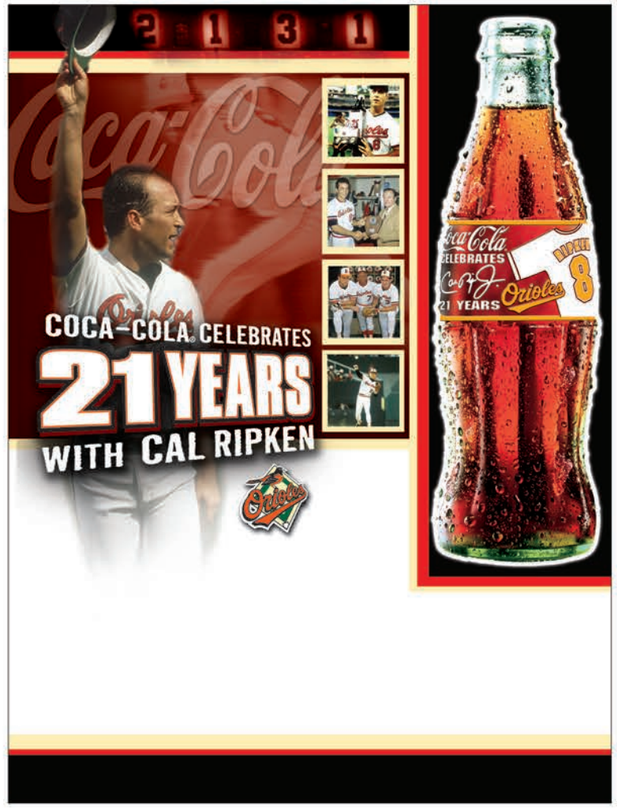
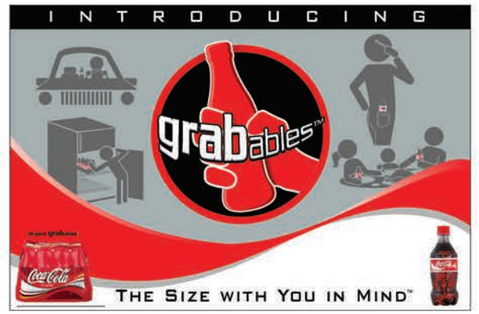
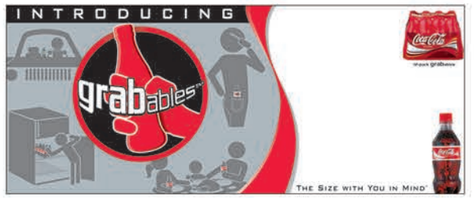




Client: Coca-Cola
Objective: Design package and bottle for commemorative bottle, celebrating Cal_Ripken.





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.

COCA-COLA LOGO DESIGN FOR NEW PRODUCT LAUNCH GRABABLES

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.

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Client: Juicy Juice
Objective: Design package for new product line of Juily Juice.

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


12mg Omega-3 DHA*
10% IOM kid's daily recommendation*
30% Whole Grain*
Sara Lee
Soft & Smooth
NUTRITION PLUS
Made with Whole Grain White
Plus DHA OMEGA-3
for healthy brain and eye development
BAKERY BREAD
NET WT 20 OZ (1 LB 4 OZ) 567g


12mg Omega-3 DHA*
10% IOM kid's daily recommendation*
30% Whole Grain*
Sara Lee
Soft & Smooth
NUTRITION PLUS
100% Whole Wheat
Plus DHA OMEGA-3
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DHA OMEGA 3 ENRICHED
BAKERY BREAD
NET WT 20 OZ (1 LB 4 OZ) 567g

Sara Lee


white peach &
silky orange blossom
Caress
daily silk
silkening body wash
burnt brown sugar &
karite butter
Caress
evenly gorgeous
exfoliating body wash
black orchid &
juniper oil scent
Caress
sheer twilight
fine fragrant elixirs
exfoliating
pomegranate seeds
tahitian palm milk
Caress
tahitian renewal
fine fragrant elixirs

Caress®

Little HUG Fruit Barrels


Shake it!
Orangina
SPARKLING CITRUS BEVERAGE
WITH PULP
10FL OZ (296ML)


SHAKE IT!
ORANGINA
SPARKLING CITRUS BEVERAGE WITH PULP


ORANGINA
SPARKLING CITRUS BEVERAGE WITH PULP


ORANGINA
SPARKLING CITRUS BEVERAGE WITH PULP


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SPARKLING CITRUS BEVERAGE WITH PULP


ORANGINA
SPARKLING CITRUS BEVERAGE WITH PULP

ORANGINA

PACKAGING DESIGN_FOR NEW PRODUCT GOLD COAST BEER

BLACK OPAL

EXPERIENCE DELICACY & SUSTAINABILITY

Front

Back

Black Opal
— The Beauty Of Caviar —

BLACK OPAL
EXPERIENCE DELICACY & SUSTAINABILITY

BLACK OPAL
the beauty of caviar

BLACK OPAL
EXPERIENCE DELICACY & SUSTAINABILITY

BLACK OPAL
the beauty of caviar

BLACK OPAL
EXPERIENCE DELICACY & SUSTAINABILITY

Black Opal
— The Beauty Of Caviar —

BlackOpal
SUSTAINABLE LUXURY

Black Opal
the beauty of caviar

BLACK OPAL
the beauty of caviar

BLACK OPAL
The beauty of caviar

BLACK OPAL
Experience delicacy & sustainability

BLACK OPAL
The beauty of caviar

BLACK OPAL

BLACK OPAL
The Beauty Of Caviar

BLACK OPAL
EXPERIENCE DELICACY & SUSTAINABILITY

BLACK OPAL
The beauty of caviar


Siberian Sturgeon
Caviar
BLACK OPAL
RESERVE LIMITED EDITION
MALOSSOL
FRESH, SUSTAINABLE CAVIAR BY U.S.
OWNED HealthyEarth
HealthyEarth
1000 GRAMS • 35.2 OZ.


Siberian Sturgeon
Caviar
BLACK OPAL
PLATINUM
MALOSSOL
FRESH, SUSTAINABLE CAVIAR BY U.S.
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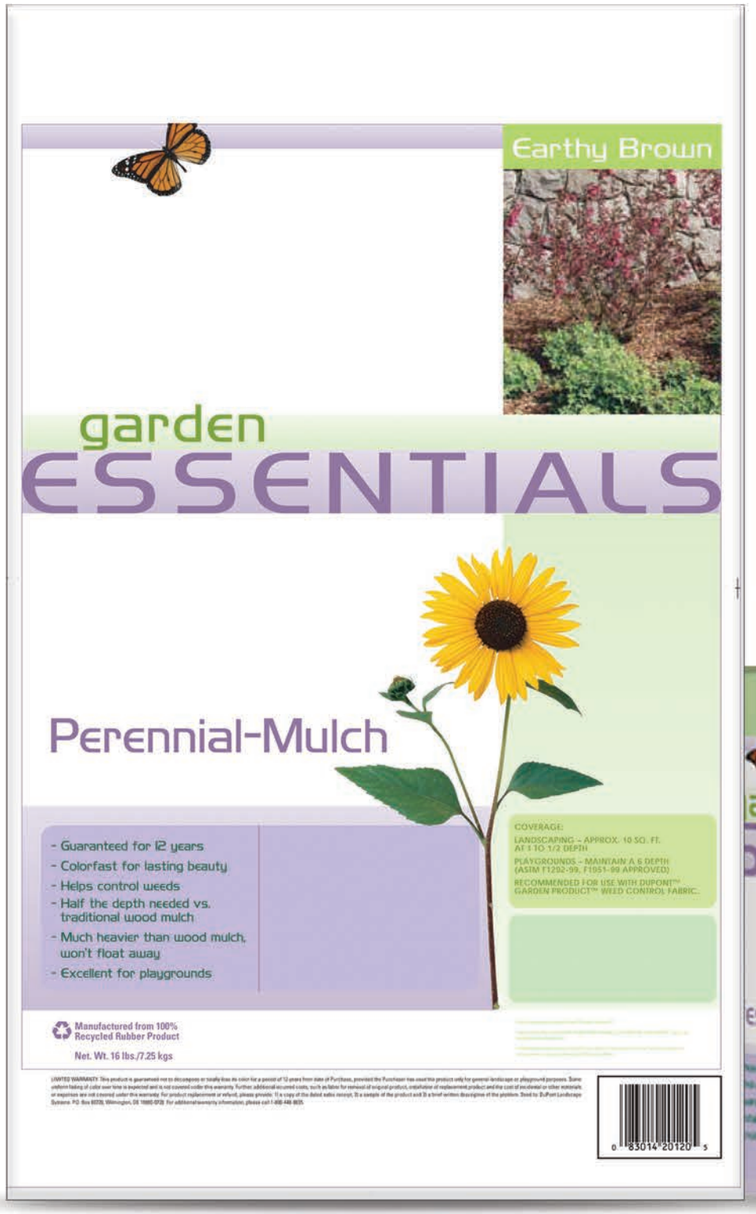
Caviar
BLACK OPAL
SELECT
MALOSSOL
SUSTAINABLY RAISED BY
HEALTHY EARTH, INC.
www.blackopalcaviar.com
1000 GRAMS • 35.2 OZ.
Ingredients: Sturgeon Roe, Salt • Perishable: Refrigerate from 28°F to 38°F


BLACK OPAL
SELECT MALOSSOL


Siberian Sturgeon
Caviar
BLACK OPAL
RESERVE
MALOSSOL
FARM-RAISED BY HEALTY EARTH


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 1/2 DEPTH
PLAYGROUNDS – MAINTAIN A 6 DEPTH (ASTM F1292-99, F1951-99 APPROVED)
RECOMMENDED FOR USE WITH DUPONT™ GARDEN PRODUCT™ WEED CONTROL FABRIC.
Manufactured from 100% Recycled Rubber Product
Net. Wt. 16 lbs./7.25 kgs
0 83014 20120 5

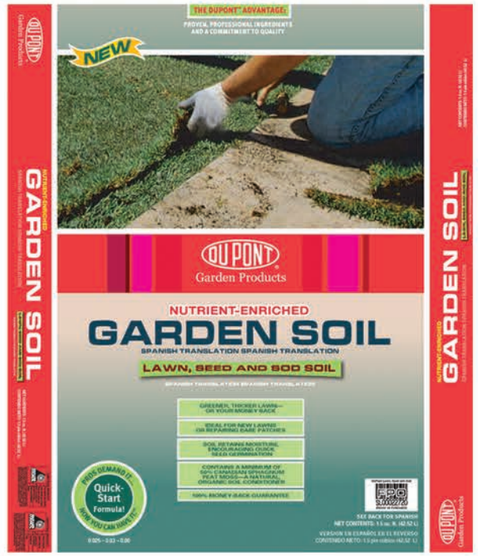

gardener's
ESSENTIALS
Weed Control
Netting

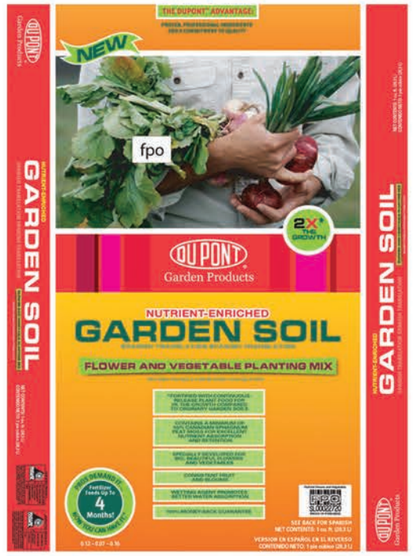

gardener's
ESSENTIALS
Professional Landscape Fabric

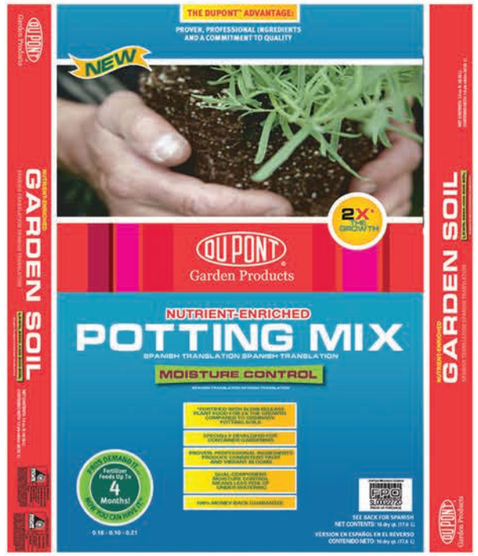

gardener's
ESSENTIALS
Anchor Pins

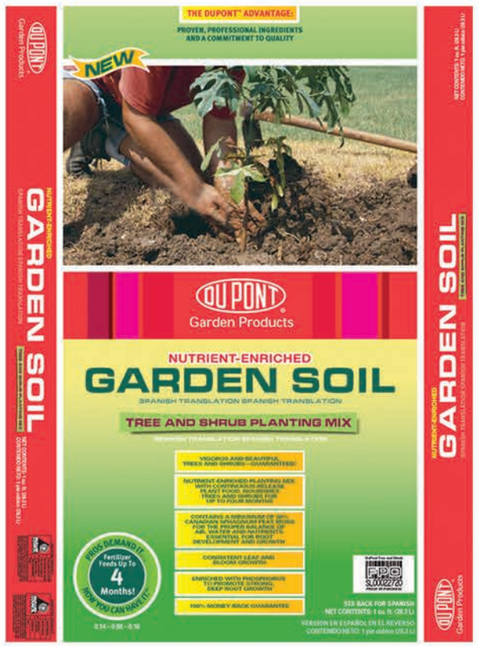
gardener's
ESSENTIALS
Professional Landscape Fabric


THE DUPONT™ ADVANTAGE:
PROVEN, PROFESSIONAL INGREDIENTS AND A COMMITMENT TO QUALITY
NEW
2X* THE GROWTH
DUPONT Garden Products
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!
0.20 - 0.11 - 0.23
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)
NET CONTENTS: 1 cu. ft. (28.3 L)
CONTENIDO NETO: 1 pie cúbico (28.3 L)
GARDEN SOIL
MULTI-PURPOSE


THE DUPONT™ ADVANTAGE:
PROVEN, PROFESSIONAL INGREDIENTS AND A COMMITMENT TO QUALITY
NEW
DUPONT Garden Products
NUTRIENT-ENRICHED
GARDEN SOIL
LAWN, SEED AND SOD SOIL
Quick-Start Formula!
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)
GARDEN SOIL


THE DUPONT™ ADVANTAGE:
PROVEN, PROFESSIONAL INGREDIENTS AND A COMMITMENT TO QUALITY
NEW
fpo
2X* THE GROWTH
DUPONT Garden Products
NUTRIENT-ENRICHED
GARDEN SOIL
FLOWER AND VEGETABLE PLANTING MIX
PROS DEMAND IT... Fertilizer Feeds Up To 4 Months! NOW YOU CAN HAVE IT!
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)
GARDEN SOIL


THE DUPONT™ ADVANTAGE:
PROVEN, PROFESSIONAL INGREDIENTS AND A COMMITMENT TO QUALITY
NEW
2X* THE GROWTH
DUPONT Garden Products
NUTRIENT-ENRICHED
POTTING MIX
MOISTURE CONTROL
PROS DEMAND IT... Fertilizer Feeds Up To 4 Months! NOW YOU CAN HAVE IT!
SEE BACK FOR SPANISH
NET CONTENTS: 16 dry qt. (17.6 L)
VERSION EN ESPAÑOL EN EL REVERSO
CONTENIDO NETO: 16 dry qt. (17.6 L)
GARDEN SOIL


THE DUPONT™ ADVANTAGE:
PROVEN, PROFESSIONAL INGREDIENTS AND A COMMITMENT TO QUALITY
NEW
DUPONT Garden Products
NUTRIENT-ENRICHED
GARDEN SOIL
TREE AND SHRUB PLANTING MIX
PROS DEMAND IT... Fertilizer Feeds Up To 4 Months! NOW YOU CAN HAVE IT!
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)
GARDEN SOIL


THE DUPONT™ ADVANTAGE:
PROVEN, PROFESSIONAL INGREDIENTS AND A COMMITMENT TO QUALITY
NEW
FREE SEEDS WITH PURCHASE
2X* THE GROWTH
DUPONT Garden Products
NUTRIENT-ENRICHED
POTTING MIX
MOISTURE CONTROL

DOLKA

MORICO

THANK YOU