

Project report

Product

Screws, nails, dowels

Task

Development of a standardised packaging concept for the shop-in-shop market

Initial situation



There was a large range of packaging (pouches, folded boxes, blister packaging, etc.). They were developed for the direct marketing and the specialised trade.

Solution



Development of a packaging concept with a very positive presentation effect at the POS for the self-service.

Result

- Standardised brand appearance
- Lower packaging costs