

PROBAR SWEET & SAVORY PACKAGING



Properties list:
end-user packaging
update
contemporary
natural
plastics
flow-pack
range of products
snacks
identity by illustration
identity by system of colour

Probar is a high performance energy bar made from whole, raw foods. Each flavor is a different mix of fruits, nuts, berries, and seeds. Unlike most energy bars, Probar's ingredients are natural and recognizable. Moxie Sozo was hired to redesign Probar's entire product line. After the new launch, sales increased dramatically, market share improved, and the company picked up numerous new retail accounts.

Reference: <http://www.moxieso.com/index.php?t=feature&id=51&type=packaging>

Credits:

Country: USA

Agency: Moxie Sozo

Other images:

