

# SCHROEDER DAIRY MILK

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## Properties list:

- information about content
- end-user packaging
- range of products
- new product
- flacon
- bottle
- plastics
- opaque
- identity by typography
- identity by system of colour
- identity by colour
- milk

Project identity system, packaging design and packaging testing. In the increasingly competitive industry of liquid dairy, Schroeder, a family-owned business, needed a sales boost through increased distributorship and product sales. Capsule conducted extensive consumer research, developed a brand strategy and rollout plan, new corporate mark and milk packaging.

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Reference: [www.capsule.us](http://www.capsule.us)

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## Credits:

**Country:** USA

**Year:** 2001

**Agency:** Capsule

Other images:

