

COESKLIMA SUPERK



Properties list:

- end-user packaging
- range of products
- update
- information about content
- folding carton
- cardboard and paper
- rough
- opaque
- contemporary
- identity by colour
- homecare products

To cease being anonymous and let oneself be known for elegance and style: with this objective over the last two years Coes has revamped its product packaging. The company has gone ahead with the change while maintaining some key basic elements: clear product communication, make the brand easily recognisable, stand out in visual appeal. The adopting of different colours for the eight lines of product has also facilitated their procurability in the storage phases, and has enabled a better product identification by the customer at the salespoint.

Reference: [ItaliaImballaggio N.10 October 2007](#)

Credits:

Country: Italy

Year: 2007

User: Coes

Producer:

Coes

Other images: