A presentation of

kenjam media

MEDIA || CREATIVE || EVENTS || MUSIC

Get Exposed

Statwrap Aluminium Foil and Cling Film

Packaging Design

Why New Product Package Designs?

In the ever increasingly competitive market in Kenya, standing out is one of the pillars for product brand growth.

We have come up with the following refreshed and modern packaging designs that will enable Statwrap's range of products compete effectively in the market and retain top-of-mind presence in the minds of the consumers.

RATIONALE

The package has an image of the product in use - this adds to relate-ability with the product. The choice of colours – yellow, mustard, red and pink are eye-catching and make the package stand out.

NB: The copy used in the design is dummy - for layout purposes only.

Product ID Variation

MAIN LOGO

Aluminium Foil

Flat Design

QUALITY ASSURED
SAFETY STANDARDS
statwrap®
QUALITY ALUMINIUM FOIL
WITH EASY CUTTER
Cooking | Freezing | Wrapping | Storing
TOUGH
DURABLE
SAFE
DISPENSER PACK 45cm x 30m

DISPENSER PACK
45cm x 30m
statwrap®
QUALITY ALUMINIUM FOIL
WITH EASY CUTTER
TOUGH
DURABLE
SAFE

statpack

In Situation

Cling Film

Flat Design

QUALITY ASSURED
SAFETY STANDARDS
statwrap®
QUALITY CLING FILM
WITH EASY CUTTER
Wrapping | Storing | Microwave Safe
TOUGH
DURABLE
SAFE
DISPENSER PACK 30cm x 300m

DISPENSER PACK
30cm x 300m
statwrap®
QUALITY CLING FILM
WITH EASY CUTTER
TOUGH
DURABLE
SAFE

statpack

In Situation

Food Containers

Container Lids

statpack

Container Lids

Container Lids

statpack

In Situation

RATIONALE

We have used lime green, red and pink colours in the packaging. These colours easily blend and are striking. The placement of the product ID also ensures visibility as it doesn't have any other elements near it to clutter the space.

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Product ID Variation

MAIN LOGO

Aluminium Foil

Flat Design

STAT WRAP®
Cooking • Freezing • Wrapping • Storing
QUALITY ALUMINIUM FOIL
with Easy Cutter
Meets Safety Standards
Durable
Tough
Safe
DISPENSER PACK
45CM X 30M

Quality Assured Safety Standards
STAT WRAP®
QUALITY ALUMINIUM FOIL
with Easy Cutter
DISPENSER PACK 45CM X 30M

statpack

In Situation

Cling Film

Flat Design

STAT WRAP®
Wrapping • Storing • Microwave Safe
QUALITY CLING FILM
with Easy Cutter
Meets Safety Standards
Durable
Tough
Safe
DISPENSER PACK
30CM X 300M

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DISPENSER PACK 30CM X 300M

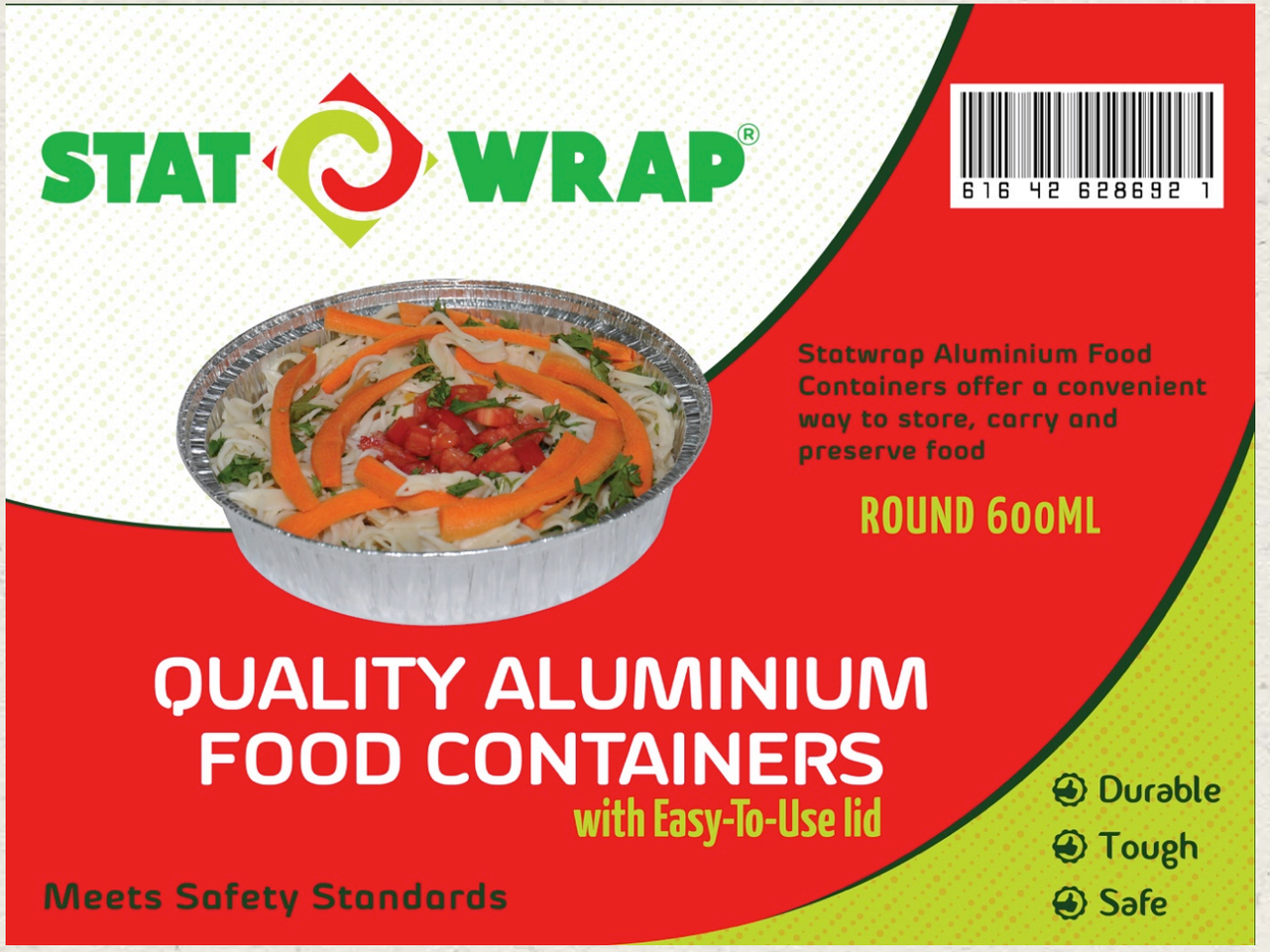
statpack

In Situation

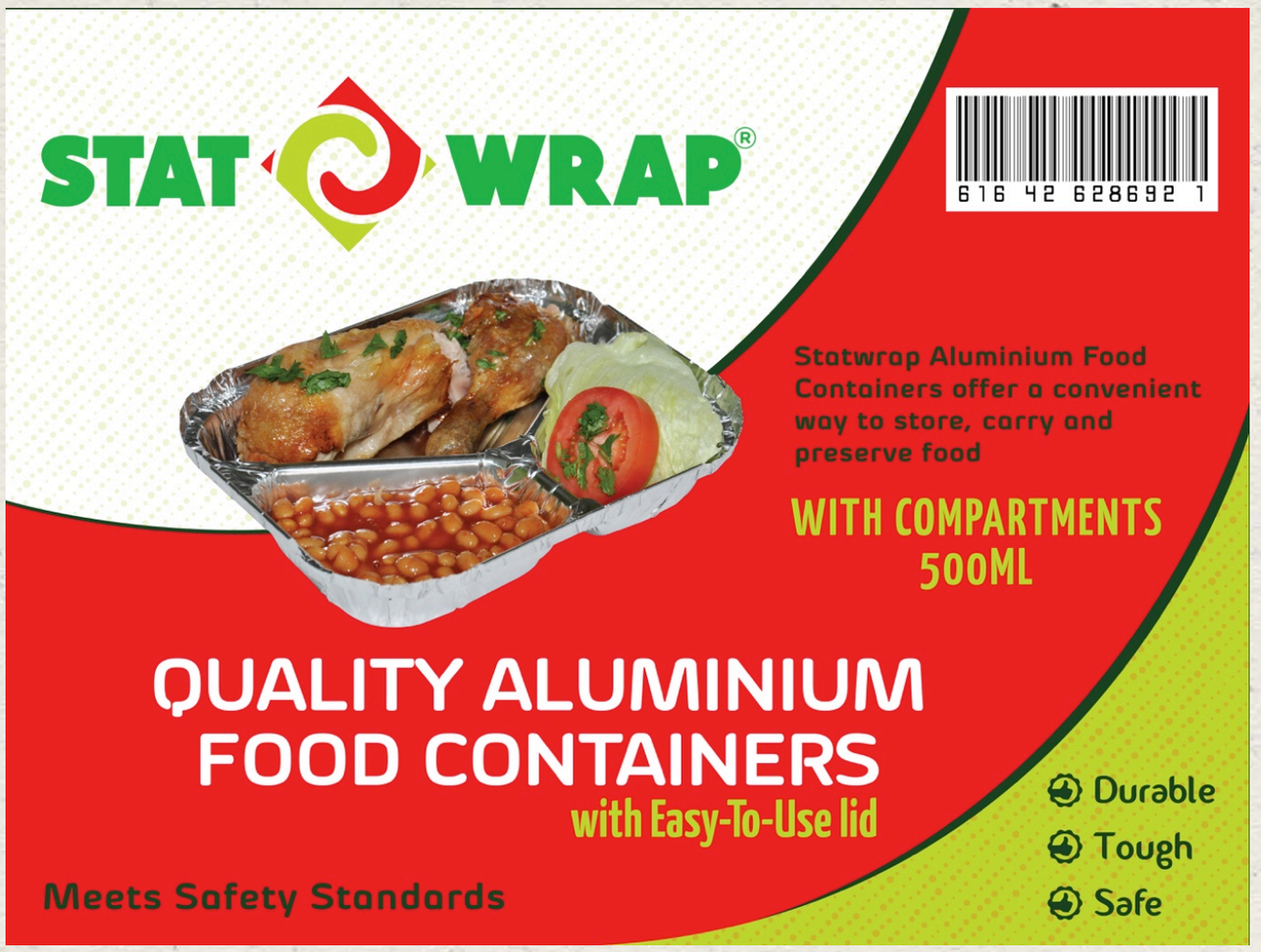
Food Containers

Container Lids

Container Lids



Container Lids



statpack

In Situation

RATIONALE

The design is simple and stands out. The colours – yellow, red, green and pink are strong. The colours have also been used for continuity since the current packs have them.

Elements have been placed in a way that is easy to the eye and will definitely stand out on a shop shelf.

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MAIN LOGO

Aluminium Foil

statpack

Flat Design

statpack

In Situation

Cling Film

Flat Design

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Food Containers

Container Lids

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In Situation

THANK YOU

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