



PRESS RELEASE

HAJOK Design becomes part of Spring CC, combining its design expertise with an international creative network

Hamburg, 4 June 2026. HAJOK Design is embarking on a new chapter together with Spring CC. Through this partnership, the Hamburg-based branding agency strengthens the packaging design expertise of the international agency group Spring Family which is Denmark's largest agency group by revenue.

The partnership brings together the strengths of both companies: HAJOK Design's expertise in branding and packaging design with Spring CC's packaging know-how, as well as the group's international capabilities in scalable production, campaign development and cross-market adaptation. With this merger, Spring CC continues to expand its capabilities and pursue its growth strategy through acquisitions.



© HAJOK: From left to right: Lars Bo Hansen, CEO of Spring CC, and Klaus P. Hajok, Managing Director of HAJOK Design.

“In a world where digital communication is becoming increasingly fragmented and automated, the value of physical brand experiences is rising – not declining. Packaging remains one of the most effective touchpoints between brands and consumers. HAJOK Design is among the very best in this field in the region,” says Lars Bo Hansen, CEO of Spring CC.

HAJOK Design was founded in 1997 by Klaus P. Hajok and has built an outstanding reputation over almost three decades through consistently creative work, close client relationships and strategic design expertise. The agency advises numerous national and international brands in the food, drinks, beauty and pet food sectors.

“It is not about changing what has made our agency successful,” says Klaus P. Hajok, Founder and Managing Director of HAJOK Design. “It is about opening the next chapter and creating even stronger long-term prospects for our clients, our employees and our partners.”

Both companies emphasise that continuity, corporate culture and client relationships will remain top priorities throughout the integration process. Klaus P. Hajok will continue to lead the company as Managing Director during the transition period. The parties have agreed not to disclose the financial details of the transaction.

Spring CC

Spring CC is part of the Spring Family. The agency group is already Denmark’s largest by revenue. The acquisition of HAJOK Design will further strengthen this position. The group now employs around 500 people, more than 300 of whom work at Spring CC.

For more information about Spring CC, please visit: <https://spring-cc.com>.

HAJOK Design

HAJOK Design has been shaping brands and packaging since 1997 and is today one of Germany’s leading packaging design and brand agencies. Based in Hamburg, a team of 45 creative experts brings together strategic and creative excellence across the entire brand development process – from strategy and naming to packaging design, artwork production, and print management. Driven by the ambition to transform everyday products into emotional brand experiences, HAJOK Design creates solutions that delight consumers and make clients proud.

Further information about HAJOK Design can be found at <https://www.hajok.com>, as well as on LinkedIn and Instagram.

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