



PRESS RELEASE

HAJOK DESIGN RELAUNCHES VEGAN LIFESTYLE ICE CREAM FROM LANGNESE

Hamburg, 1st June 2016. After many years of success in Scandinavian countries Swedish Glace, the delicious and smooth soya based ice cream, is introduced in the Dutch supermarkets now. Hajok Design developed the brand new packaging for the dairy-free products.

Finally, winter is over and spring and ice creams are coming! The interest in plant-based ice cream products is increasing and there is more attention for a balanced diet with dairy free snacks. The introduction of Swedish Glace offers consumers a delicious ice cream that is just as good as normal milk-based ice cream.



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A smooth & delightful packaging.

Important in the packaging design development was that the look should fit a modern contemporary lifestyle. The need for dairy free ice cream is increasing, not only amongst vegetarians and vegans, but also consumers who love to eat soya based ice cream as they're just being conscious about what they eat. The packaging, inspired by 'Swedish Design', is very refreshing and has its own style. The scoop on the pack represents the smooth, fresh texture of the ice cream.

Lian van Meerendonk from Hajok: "The consumer group that buys dairy-free ice cream becomes broader. More and more people are looking for an alternative for milk-based products, without the necessity of them being marked as 'vegan'. They choose plant-based products consciously, but it is not mandatory for them. These consumers we had in mind whilst developing the design."

Responsible for the concept and design of the new brand identity of Swedish Glace was the Hajok Design Team headed by Creative Director Ina Graeven and Senior Design Consultant Lian van Meerendonk.

Swedish Glace

In 1998 the founders of Swedish Glace discovered the ultimate recipe for ice cream based on soya, that is as tasty as normal milk-based ice cream. The Swedish company Carlshamn started to produce it and this way they brought this unique ice cream to the market, under the brand name Tofuline. Five years later, the company was bought by the Finnish company called Ingman. Unilever took over Ingman in 2011. When it turned out that the soya ice cream had a lot of potential outside of the Scandinavian countries, it was launched in 2013 in the UK and Ireland. Tofuline was rebranded to Swedish Glace. Last year the ice cream had been introduced in Italy and for 2016 it will be launched in the rest of Europe.

HAJOK Design

HAJOK Design, founded 1997 by designer Klaus P. Hajok, is one of the leading packaging design agencies in Germany. Today more than 40 experts of diverse disciplines work for HAJOK: From Brand Strategy and Consulting, Packaging Design and Structural Design to Final Artwork and Production. With focus on FMCG HAJOK Design advises domestic and multinational clients from the sectors food, petfood, drinks, consumer & personal care, household and technology as well as pharmaceuticals. The agency's clients include Unilever, Colgate-Palmolive, Henkel, Rewe, Tchibo and Mapa.

For further information please visit www.hajok.com

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