



## PRESS RELEASE

### HAJOK Design developed the new Emmi protein drink

*Hamburg, 19 July 2016.* Emmi, the greatest Swiss milk processor, initially brings a tasty, lactose-free yoghurt drink with a higher protein content to market by launching the innovative Emmi protein drink. HAJOK Design, a German packaging agency based in Hamburg, developed the ranges' puristic package design. The Emmi protein drink is recently available in the Swiss retail.

High-protein food is a global megatrend. More and more consumers are aware of the need to supply their bodies with enough protein to perform well, not only while doing sports but in general. They are aware of the fact that high-protein food is much more satiable. For this reason Emmi has been extending its range of high-protein milk products since a while. By launching the Emmi protein drink the Swiss company wants to generate new consumer groups, primarily men who are actively keen on doing sports.



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HAJOK Design developed a reduced brand presence, which is highly focussed on the main target group. Inspired by the colour black the product benefit (high protein) is transferred in a reduced, easy to understand manner. The different varieties (mango, blueberry and raspberry) are communicated by photographs of fruits with a high appetite appeal combined with variant colours that identically match the colour of the fruit.

Jeanine Mauerhofer, Brand Manager at Emmi, commented: "Regarding the cooperation with HAJOK Design we're entirely satisfied. Our creative brief was perfectly implemented by the agency. They created a clear, impactful design which finds no comparison in the beverages segment and conveys the benefit at one glance."

HAJOK Design regularly works for Emmi and for Emmi's brand Energy Milk. In addition to the development of some Energy Milk limited editions they recently relaunched the whole Energy Milk range.

### **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](http://www.hajok.com)

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