



## PRESS RELEASE

### HAJOK Design creates new Special Editions for Tempo

*Hamburg, 8 November 2017.* Twice a year, the Hamburg agency HAJOK Design develops trendy new designs for paper handkerchief boxes from Tempo. The three design routes, “Nature”, “Expressive”, and “Style” are the basis for new ideas that fit every facet of consumers’ lifestyles. The latest design editions have been on the market since October.



© HAJOK Design: The new Tempo boxes with the design routes “Nature”, “Expressive” and “Style”

The autumn season is a great time to relax at home. The new Tempo boxes are not only practical, they are also very decorative and their widely different designs means there’s something for everyone. Whether subtle colours with elements of nature, geometric shapes or metallic effects - HAJOK recognises and researches the latest trends in fashion and interior design, incorporating them in the designs.



© HAJOK Design: Kids Box "Rebel Rules"

The Kids' boxes, with their cool, cheeky and self-confident designs, are not just fun for kids. The good-humoured paper handkerchief dispensers with their fold-out features inspire even adults to get collecting.

"Our task is to create a genuine interior element with the design of the Tempo Limited Editions, which perfectly fits into a contemporary living environment. Here our target group are modern women, for whom even peripheral objects should have appealing aesthetics", says Madeleine Weiss, Creative Director at HAJOK Design.

In addition to the Tempo boxes, HAJOK Design also regularly creates special editions for the brand's soft packs.

### **HAJOK Design**

Founded in 1997 by designer Klaus P. Hajok, HAJOK Design is one of Germany's leading design agencies. At HAJOK, more than 45 experts currently work in the disciplines of brand strategy and consulting, packaging design, packaging shape development, final artwork and production support. With a focus on FMCG, HAJOK Design develops strategically sound design solutions for national and international customers in the fields of food, pet food, drinks, consumer & personal care and household as well as pharmaceuticals. Customers include Unilever, Colgate-Palmolive, Rossmann, Tchibo and Rewe.

For more information, please visit [www.hajok.com](http://www.hajok.com)

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