



## PRESS RELEASE

### **HAJOK Design: expanding leadership of its creative team**

Hamburg, December 12, 2017. The branding and design agency HAJOK Design continues to expand. The owner-managed Hamburg-based company is reorganising its creative leadership and welcomes two new design directors to the team: Jannika Plaas and Lisa Köhler, who complete the management team headed by creative director Madeleine Weiss.



From left to right: Jannika Plaas, Madeleine Weiss, Lisa Köhler. © HAJOK Design:

Before joining HAJOK Design, Jannika Plaas worked at Solutions for 12 years and will be mainly responsible for clients from the organic food sector. Lisa Köhler's packaging design career includes positions at Landor and the Peter Schmidt Group. Her clients at HAJOK Design will include, among others, brands from

Unilever. Together with the existing team of design directors Kristina Möckel and Dirk Fellinghauer, they are expanding the management team led by creative director Madeleine Weiss, who has worked for HAJOK Design since 2014, and has been head of the creative team since April 1, 2017.

"I am delighted to have the support of two such experienced and capable colleagues. This gives me more freedom for strategic tasks that are increasingly in demand from our clients", says Madeleine Weiss.

### **HAJOK Design**

Founded in 1997 by designer Klaus P. Hajok, HAJOK Design is one of Germany's leading design agencies. At HAJOK, more than 50 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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