

HAJOK

PRESS RELEASE

LÄTTA in a New Look by HAJOK Design

Hamburg, 26 February 2018. Nordic, fresh and yummy – is how LÄTTA, the Swedish lifestyle brand now presents itself with its new design. Commissioned by Unilever, the Hamburg brand and design agency HAJOK has developed a new design for the whole range of classic spreadable fats.



© HAJOK Design: The new nordic packaging design for LÄTTA

LÄTTA stands for modernity, lightness, quality and a fresh taste, targeting young women who prefer a light, delicious product.

In order to return to communicating the brand's positioning more strongly via the packaging, a modern design with a high level of appetite appeal was to be developed, while at the same time ensuring brand recognition. Along with the development of the packaging design, the recipes were refined. LÄTTA Extra Fit now contains 30% more buttermilk and LÄTTA Joghurt 30% more yogurt.



© HAJOK Design: New versus old design

LÄTTA's new brand design is truly convincing with clarity of the visual language combined with Swedish coolness. "We have propelled the brand right up to here and today, creating a well-structured, confident design. The logo is leaner and more contemporary; the typography on-pack is clear and concise. What's new are the delicious, natural food shots on a white, wooden background which reminds us of a Swedish interior", explains Madeleine Weiss, Creative Director at HAJOK Design.

Alongside the relaunch of the core range, HAJOK has already developed a new premium range for the brand, which includes to date LÄTTA Skyr and LÄTTA Butter variants.

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.

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