

HAJOK

PRESS RELEASE

HAJOK Design creates a new look for Adelhöfener Relaunch of the “Mineralwasser Plus” disposable bottle drink range

Hamburg, Germany, 4 April 2018. Adelhöfener Alpenquellen, Bavaria's oldest and largest mineral spring water company, successfully kicks off cooperation with the brand and design agency HAJOK Design. As a first project, the Hamburg brand experts have relaunched the Sparkling Mineralwasser Plus (Mineral Water Plus) range with disposable bottles. The new design with its appetising presentation of fruit on-pack is clearly aimed at the lifestyle of a young, urban target group.



© HAJOK Design: A fresh and modern design aimed at a young, urban target group

The brief was to further develop the existing sparkling mineral water with fruit juice design in such a way that specifically appeals to the "to-go" target group, for whom taste and quality as well as convenience are of great importance.

On the basis of a detailed competition and category codes analysis, HAJOK Design developed a young, dynamic brand identity that directly communicates with consumers by using self-confident typography in capital letters and coloured speech bubbles, encouraging them to buy the product. The on-pack presentation of the fruit is much more natural now and has a greatly improved appetite appeal. By using transparent labelling the contents shows off in the best possible way.



© HAJOK Design: New versus old design

The concept and design of the new brand identity of the three Mineralwasser Plus varieties, comprising mango, multivitamin and blood orange, was realised by the HAJOK Design team led by creative director Madeleine Weiss and senior consultant Verena Langen. On the customer side, Manuela Schreiner, Marketing Manager at the Adelholzener Alpenquellen, was responsible for the project.

Adelholzener

The Adelholzener Alpenquellen company, located in Bad Adelholzen, produces medicinal water, mineral waters and soft drinks under the Adelholzener and Active O2 brand names. The Adelholzener Alpenquellen company belongs to the Congregation of the Charitable Sisters of St. Vincent of Paul. After investing to preserve long-term jobs, the proceeds of the company are used by the religious community to finance its social projects. Among other things, the Charitable Sisters also run hospitals and old people's homes.

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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