

## PRESS RELEASE

### New Tea Range from Allos

After the successful packaging design relaunch for Allos, HAJOK Design has now created the new tea range from the organic company

*Hamburg, Germany, December 5, 2018.* Allos has been successfully producing food for organic retailers since 1974. The tea category is completely new territory for the long-standing company. In a booming and dynamic market, you not only need special tea blends, but also creative packaging design to succeed. The branding agency HAJOK had already created the packaging design of the entire food range for Allos and refined its brand positioning. The tea designs had to be recognisable as part of the umbrella brand, yet at the same time have a unique look of their own.



© HAJOK Design: A wide range requires a multifaceted appearance: cheerful packaging designs for the new Allos tea range.

## Focusing on brand values

The basis for the launch of the 12 different tea variants was an in-depth competition and category code analysis. Unlike the packaging that had already been created for the Allos' food portfolio, this time illustrations rather than photography were at the core of the designs.

“The herbs and tea ingredients were all drawn in-house. They reflect the attention to detail and thus the brand positioning of Allos as a farm-based producer of lovingly-composed natural foods,” says Susan Khallaf, Senior Consultant for Strategy at HAJOK Design. The different colours characterise each respective variety and communicate diversity. The matt surface and embossing convey the intrinsic quality of the products. The result is a colourful packaging design that stands out in a credible and appealing way from other tea brands.



© HAJOK Design: The matt surface and embossing convey the intrinsic quality of the products

### 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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