



PRESS RELEASE

Ricola Elphi Edition by HAJOK Design
A Swiss interpretation of Elbphilharmonie - HAJOK has created a reduced aesthetic packaging design for the special edition that perfectly combines the Ricola brand world and the Hamburg Elbphilharmonie.

Hamburg (Germany), 5th March 2019. The traditional Swiss company Ricola and the Hamburg Elbphilharmonie are united by a great passion for music. For many years, Ricola has been supporting opera, theatre and concert halls around the world. The soothing herbal boiled sweets are also available to visitors and singers free of charge in Hamburg's new landmark, ensuring cough-free concert enjoyment. The special edition box with 4 different types of sweets is intended to reflect this harmonious cooperation. The Hamburg brand agency HAJOK Design embedded the characteristic silhouette of the Elbphilharmonie in delicate, airy illustrations of Swiss mountain herbs. Matte and shiny elements, high-quality embossing and the fact that the aluminium box is exclusively available in the Elphi make it a coveted collector's item. "From our design studio in Winterhude we can actually see the Elbphilharmonie – one of Hamburg's most beautiful landmarks. Here tradition meets modernity, just like the perfect match between Ricola and the Elphi!" says Madeleine Weiss, Creative Director at HAJOK Design.



© HAJOK Design: HAJOK created the packaging for the Special Edition from Ricola

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 Adelholzener, Allos, Colgate-Palmolive, Rewe, Ricola, Tchibo und Unilever.

For more information, please visit www.hajok.com.

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