



## PRESS RELEASE

### HAJOK Design strengthens its creative team

*Hamburg, 16 October 2019.* The brand and design agency HAJOK is pleased to announce the addition of senior designer Julija Zemite and design director Dennis Dominguez. Dennis Dominguez is now the fifth design director employed by the owner-managed Hamburg-based company. Born in Rhineland, Germany, he was part of the Peter Schmidt Group for 10 years, where he gained packaging experience in the cigarette, food and beverage sectors as well as start-up projects. At HAJOK Design the 39-year-old will, amongst other projects, be working for key account REWE. Julija Zemite most recently worked at Scholz & Friends Trademark, where she created packaging design for discount brands and cosmetics. The 30-year-old from Hamburg with Latvian and Swedish roots has extensive pitch experience and loves creative challenges.



© HAJOK Design: Julija Zemite and Dennis Dominguez

"With Julija Zemite and Dennis Dominguez joining HAJOK Design, we are gaining two experts who are very experienced in the non-food segment. HAJOK is well-known for its design excellence in the food industry, but more than two decades ago, that's where we started out: in the non-food sector. And this is where we are positioning ourselves much more strongly right now, so they're the perfect match for our team," says Madeleine Weiss, Creative Director at HAJOK Design.

## **HAJOK Design**

Founded in 1997 by designer Klaus P. Hajok, HAJOK Design is one of Germany's leading brand and 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, beverages, consumer and personal care, household as well as pharmaceutical goods. Customers include Adelholzener, Allos, Colgate-Palmolive, Rewe, Ricola, Schwartau, Tchibo and Unilever. For more information, please visit [www.hajok.com](http://www.hajok.com) as well as [Facebook](#) and [Instagram](#).

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