

PRESS RELEASE

HAJOK Design develops packaging design for the Schwartau extra Gartenfreund spring edition

Hamburg, 16 April 2020. Do something good for yourself and your balcony – Schwartau extra achieves both with its new spring edition. The three variants with regional fruit are all set to delight jam fans and with the seed bag that comes with each jar, the market leader is helping all urban gardeners beautify their balconies and gardens. The Hamburg brand and design agency HAJOK was commissioned by client Schwartauer Werke not only to create the packaging design but also to come up with a suitable name.



© HAJOK: HAJOK has combined traditional and modern design elements to create the spring edition for Schwartau.

The name Gartenfreund (gardening enthusiast) stands for the naturalness of the jams and the joy of your own garden or balcony. The urban gardening topic is therefore also reflected in the packaging design. "The traditional fruit and flower illustrations are reminiscent of drawings from old botanical books. Modern typography forms an aesthetic link between past and present," says Jannika Plaas, Design Director at HAJOK Design. With the small butterfly as a connecting element and the black lid as a contrast to the bright label, "Gartenfreund" clearly differentiates itself from the existing Schwartau range and provides inspiration for a sunny breakfast outdoors.

HAJOK Design

Founded in 1997 by designer Klaus P. Hajok, HAJOK Design is one of Germany's leading brand and design agencies. At HAJOK, almost 50 experts currently work in the disciplines of brand strategy and consulting, packaging design, 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, Essity, Rewe, Ricola, Schwartau and Unilever.

For more information, please visit www.hajok.com as well as [Facebook](#) and [Instagram](#).

Contact

HAJOK Design GmbH & Co. KG
Antje Neubauer
Senior Communication Manager
T + 49 (0)40 300 337 84
antje.neubauer@hajok.com