

## PRESS RELEASE

### **HAJOK Design takes Kühne pickled gherkins to the next level with a modern look**

**Contemporary, clearly differentiated and characteristically Kühne – packaging design and branding agency HAJOK's relaunch of the Germany iconic gherkin range ticks all the boxes**

*Hamburg, Germany, 9 September 2021.* The Kühne enterprise has been in existence almost 300 years with the company's gherkins a permanent fixture of German households since 1903. The family-run business commissioned Hamburg agency HAJOK Design with the brief to bestow its packaging design with more clarity and modernity. The new look with its reduced, uniform and significantly younger design is the impressive result of these endeavours.



© HAJOK: Rejuvenation was key to the relaunch of the iconic Kühne gherkin range.

HAJOK created convincing, fresh ideas for the new design concept which were successfully tested with market research. The aim of the relaunch was to attract more attention on-shelf while ensuring brand recognition. The design had to be modern yet natural in order to win over younger buyers to the quality of the pickled gherkins.

"I found working with HAJOK Design very pleasant. We thought it was great that the team viewed the project together with us from a consumer perspective and that they were actively involved in our consumer connect market research. The result speaks for itself: the new design has gained a great deal of clarity and appeal with its modern look & feel and optimised shelf impact," says Helen Freund, Product Manager at Kühne.

## CRYSTAL CLEAR

The on-jar information hierarchy has been restructured for more compelling visual guidance – a crucial factor in making purchase decisions. The product name is now centre-stage, featuring a striking font, below which the product variants are clearly displayed with colour coding. 31 different products have been given an unmistakable packaging design which is both very clear and approachable on-shelf.

“With an all-time classic, you have to be sensitive when bringing the design right up to date. This has been an exciting task which we successfully completed in close cooperation with our client and the target group,” says Jannika Plaas, Design Director at HAJOK.



© HAJOK: A clear structure spanning 31 types of pickled gherkins from Kühne helps guide customers to the right product on the supermarket shelf.



© HAJOK: The new packaging design for Kühne appeals with natural illustrations of ingredients, clear colour coding and modern typography.

**Kühne**

Founded in 1722, Carl Kühne KG is a family-run, Hamburg-based company well-known in Germany and beyond for high quality, innovative recipes and the unmistakably fine, spicy taste of its products. In 1903, Kühne launched the first pickled gherkins onto the market. The portfolio has since grown to include 31 different product variants, made with freshly pickled, handpicked gherkins from contracted growers.

For more information, please visit <https://www.kuehne-international.com>.

**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, naming, 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, Schwartau and Unilever.

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

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