



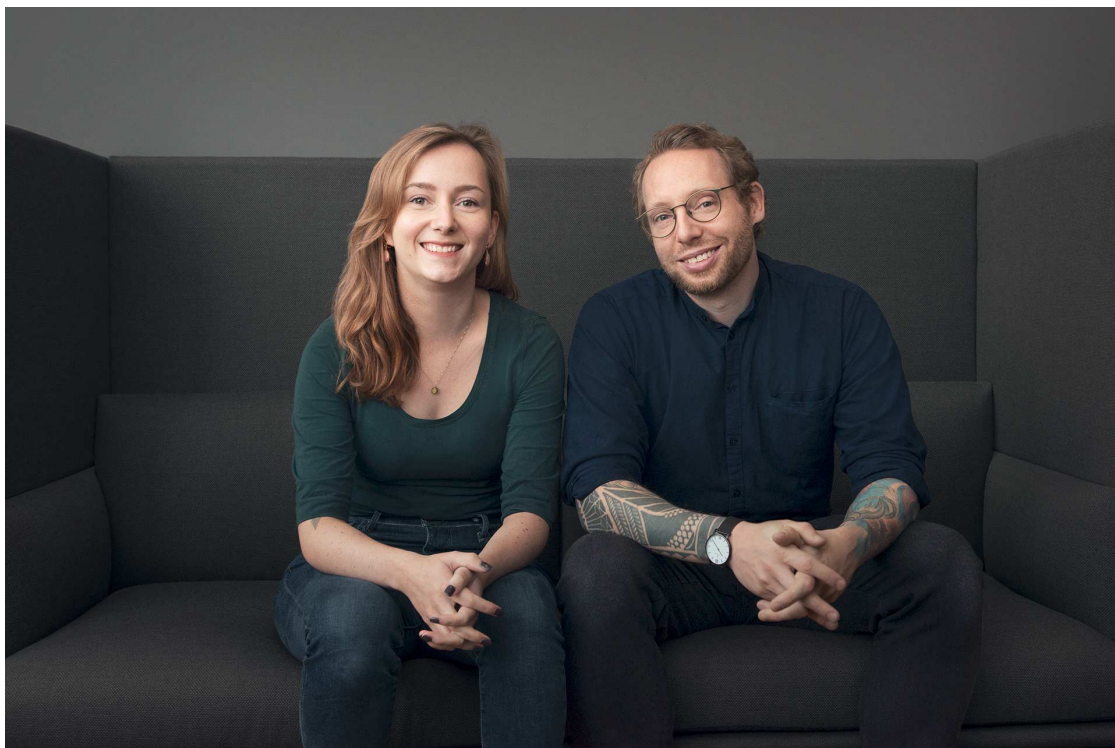
PRESS RELEASE

HAJOK Design is strengthening its creative team

Hamburg, 26 October, 2021. The Hamburg brand and design agency HAJOK has brought senior designer Clara Schöbel and design director Serge Pierre-Kaiser on board, expanding the creative team in the daily business department. In addition to design development work, the daily business team specialises in product range design adaptations, image processing and composing work.

Clara Schöbel discovered her passion for packaging design while studying communication design in Hamburg. After spending time at Visid and Brandship, she now works at HAJOK Design for clients such as REWE and Knorr and has particular expertise in image processing, retouching and range adaptations. The 28 year-old really appreciates the in-house photo studio and the friendly atmosphere at the Hamburg packaging design agency.

Serge Pierre-Kaiser's euphonious name is due to his place of birth. His family left France bound for Hamburg when he was five years' old, where he studied communication design after leaving school. The 38 year-old spent over seven years working at Brandship before joining HAJOK, and now takes care of clients such as Appel, Stollwerck and Unilever. As a design director, Serge Pierre-Kaiser enjoys realising creative design work for large international portfolios with his team and working for such a diverse range of clients.



© HAJOK Design: Clara Schöbel and Serge Pierre-Kaiser

"With Clara Schöbel and Serge Pierre-Kaiser coming on board, we have gained two great design specialists and team players. Since many of our clients are in the food sector, a good instinct is paramount to creating packaging design with a particularly strong appetite appeal. Both are real experts in this," says Klaus P. Hajok, founder and managing director of 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, 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, Stollwerck and Unilever.

For more information, please visit www.hajok.com as well as Facebook and Instagram.

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