

PRESS RELEASE

HAJOK Design creates its own gin

To mark the agency's 25th anniversary, HAJOK Design is presenting the creation of #stillthirsty gin, a very special project that combines almost all the talents and expertise of the Hamburg brand agency.

Hamburg, 15 December 2022. HAJOK has been designing inspirational packaging for a quarter of a century. The Hamburg Winterhude-based agency creates brands for start-ups, national companies and international corporations. It has proven expertise in launching and relaunching portfolios with up to 2,000 products. The agency took the anniversary as an opportunity to create a very special gin. From the idea to the naming, the design, the final artwork, the printing and the labelling, everything for this project was entirely in the hands of the HAJOK team. The #stillthirsty gin was created with a great deal of passion and craftsmanship in Hamburg's oldest distillery, Brennerei Elmendorf. Based on our managing directors' origin Madeleine Lindner und Klaus P. Hajok, South African rooibos and pine needles from Baden-Württemberg were two of the 10 botanical ingredients.



© HAJOK: #stillthirsty gin from HAJOK Design is a real eye-catcher, thanks to the original packaging design.

"The #stillthirsty name perfectly describes how we strive for more – even after 25 years in the industry," says Klaus P. Hajok, agency founder. "We love to think outside the box and are bubbling over with creative ideas. We provide all the disciplines necessary for packaging design under one roof, working hand-in-hand for our customers. We have a strong team spirit and take great pleasure in our work – all of which is reflected in this special project."

Unconventional, authentic and laid-back

The main label of the gin bottle combines the heritage of the agency with a look to the future. This was achieved using handcrafted printing techniques and contemporary typography. Madeleine Lindner, who has been shaping the agency with her creative ideas as managing director for a year, is also delighted with the result of this project: "The neon-coloured neck labels are not only a high-contrast eye-catcher, they also stand for the diversity of our personalities and our wide-ranging work. The embossed main label and the cyan signature of agency founder Klaus Hajok are unique and bold, embodying one of our favourite mottos: design is like rock 'n' roll on a white sheet of paper!"



© HAJOK: The embossed relief main label, hand-written name and bright neon colours make #stillthirsty an exceptional gin design!

HAJOK Design

Founded in 1997 by designer Klaus P. Hajok, HAJOK Design is one of Germany's leading brand and design agencies and celebrates its 25th anniversary this year. At HAJOK, 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, Colgate-Palmolive, Melitta, Essity, Rewe, Schwanen, Stollwerck and Unilever.

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

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