



Organic products have arrived at many target groups so you no longer have to explain it. An organic product must therefore not have a green coating, especially in the premium segment. Organic and gourmet quality, premium experience and a creative company are the conceptual matrix for the design: Bio is suggested by the natural cardboard packaging which stands in contrast to the silver-foil-printing. A tension that evokes interest and desire. A tension that on the one hand signals ecology and on the other avant-garde: From bio to the future and back again.



This page shows the new key-visual which is used on the packagings as also on displays and in the communication.



A number of draft-lines led to the final solution: From "Simplicity", "Organic" over "Earth" to the Topic of "To the future and back again".