



The khdesign creative team

BRAND AGENCY

khdesign is an independent design agency, which has been creating successful, inspirational design for more than 35 years. Specializing in brand design and brand management, the company is focused on product and packaging design, and is increasingly making a name for itself in product development.

khdesign sees itself as a strategic partner for its clients, and this attitude is borne out by the long-term relationship that it has with the majority of clients. These include, for example, GlaxoSmithKline, dm-drogerie markt, Pernod Ricard, Deutsche Chefaro Pharma, Wrigley and the Pfungstädter Brauerei. The agency is led by founder Knut Hartmann, together with fellow partners Nadine Hartmann and Simone Wössner.

khdesign is member of EPDA (European Packaging Design Association) and the global alliance GDS (Global Brand & Design Solutions), thus offering its clients international know-how as well as preparing them for the challenges of a globalized world.

BRAND UNDERSTANDING

We offer new perspectives on brands and products, helping to identify new markets and target groups. We consider goal-orientated brand management and an early integration of design into the strategic process as our primary task.

Highly competitive, fast-moving markets and sales channels, plus the new consumer society, require new product and brand strategies. Therefore we combine strategic brand understanding with the will to create uniquely positioned, future-oriented products. Team spirit, creative talent, know-how and the ambition to give our best characterize the 14 marketing experts, design specialists and producers.

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2 dm-drogerie markt
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Cardboard box / tube / label
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John B. Stetson





