

A Natural Solution

A new all-natural product line required packaging that resonated with pet health and environmental conscience consumers.



Challenge

KAYTEE® (a division of Central Garden and Pet) provides wild bird food, feeders and other products to help customers connect to nature. The company introduced its newest product line, Nature's BENEFITS® an all-natural food for pet birds and small animals and needed packaging that would convey both pet health and environmental benefits.

Think

Leverage the emotional bond between pets and their owners in order to convey the wholesome benefits of the food, and provide visual cues that link the all-natural qualities to environmental awareness and the sense of "doing something good" for pets.

Create

Selected packaging materials that conveyed natural nutrition while being sustainable and safe for pet interaction, including foraging, shredding and tunneling. Worked closely with contacts in the printing industry to achieve high-end package designs on recycled kraft substrate without sacrificing print quality. Developed a visual cue structure that ensured shelf impact in a variety of merchandising configurations across several store areas.

Connect

Achieved outstanding final print quality using StrataGraph® UV inks and UV dry tapping over white silhouettes. Accomplished major desired effect on 100% recyclable, pet-safe packages. Further reinforced KAYTEE's position as innovator and leader in all-natural products for pet birds and small animals.

SCOPE OF WORK

Brand Architecture

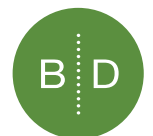
Name Development

Package Design

Design Adaptation

Line Extensions

Final Art Production



BrandDirections

Think. Create. Connect.