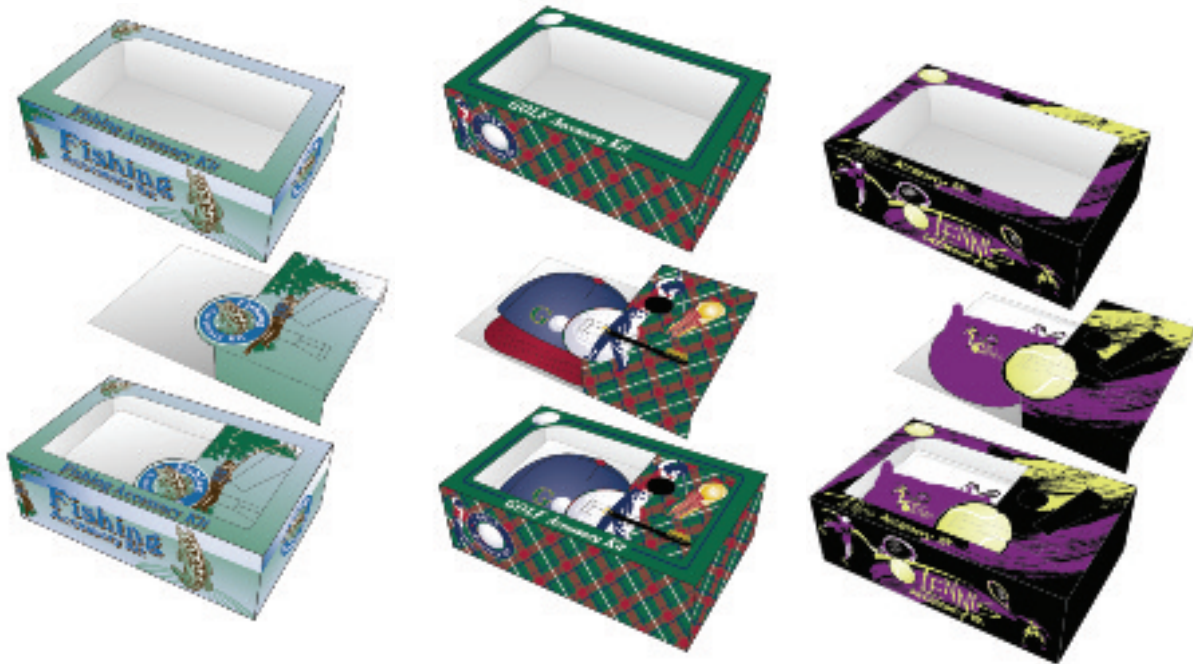




Wilson Sporting Goods packaging



The organization we worked for:

Wilson's sporting goods is a national manufacturer of a full range of sporting equipment for both professional and consumer markets.

What this project helps the company do:

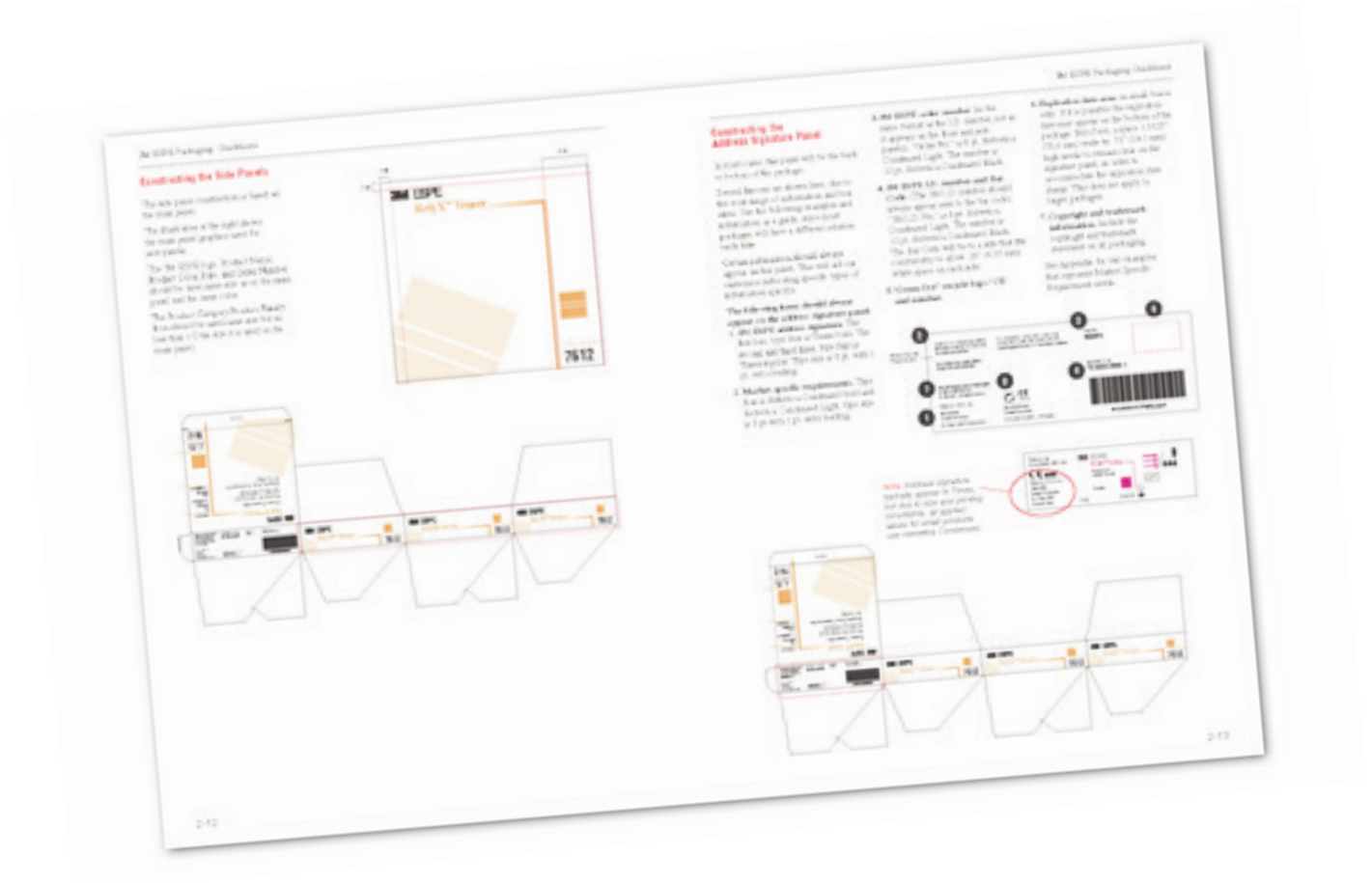
The packaging helped the company test bundled sales of their products with other items considered more holiday/special event appropriate.

The context of this project:

The co-packaging of sporting products with assorted gifts for Father's day and other holidays is now a fairly common practice.



3M ESPE packaging guidelines



The organization we worked for:

3M ESPE, a division of 3M Healthcare Markets manufactures and markets more than 2000 products and services for dental professionals worldwide.

What this project helps the company do:

Creates a consistent look and clear product identification for 3M ESPE's dental products packaging internationally.

The context of this project:

Developed design guidelines and an easy-to-execute system to create consistent packaging internationally while using multiple printing plants, package styles and 10 languages worldwide.