



Tridimage

Buenos Aires, Argentina • www.tridimage.com

The Tridimage Makeover team felt the most relevant part of their brand exploration was to confirm the level of Citrus Magic quality and effectiveness that was in both loyal and potential consumers' minds.

Citrus Magic's all-natural products offer results that outperform the competition, and Tridimage was impressed by how consumers have been voicing their praise of the magical results.

The Tridimage team felt that new and loyal consumers should feel—through the packaging—like they are taking home something magical. “What was missing was the emotional part of their packaging,” says Hernán Braberman, Tridimage principal and design director. “We think that design brings stories to life. People today are looking for experiences, and for stories to bring those experiences to life.”

Tridimage crafted an engaging story for Citrus Magic that is all about the magic that is behind their unique products. Magic is the art of performing illusions that amaze by achieving something impossible with common elements, just like this brand's formulas. Tridim-

tridimage
3D PACKAGING IMAGE DESIGN

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age decided that each product's package would feature a different magic act performed with ordinary citrus fruits as a powerful and ownable visual metaphor of Citrus Magic brand's attributes and values.

"We wanted consumers to focus first on the 'action' of the label and complement it with the logo," says Hernán. The packages' vibrant colors represent the lively colors of the mature fruit, which are great package designs themselves. Tridimage intentionally avoided using just one monolithic brand color in order to clearly communicate that these products are created using a combination of several citrus essences.

The recessed area on each package's body emphasizes the fresh blue sky as a metaphor of the products' fragrances. This creates a "window" or "depth" effect that invites consumers' touch at retail and adds another dimension to consumers' interaction with the product. The recessed area also has a "horizon" effect, and when the products are lined up the recessed areas all line up precisely.

To be successful at retail, Tridimage made sure the packages have their own visual equity, a strong personality, and a contemporary and elegant presentation. Each package

has its own 3D personality while clearly belonging to the same product family. The ergonomic shapes convey the operative direction of the packages—flat side for direction of use, curved side for the hand. Closures and actuators were integrated to the overall shape to obtain a minimalist 3D image, and full-body shrink sleeve labels allow a perfect integration of graphic branding and structures.

For the air freshener, Tridimage created a proprietary closure with a large actuator button. The all-purpose cleaner package features an integrated custom trigger with an especially ergonomic actuator. For the carpet and room deodorizer, Tridimage developed a closure system that controls the quantity of sprinkled powder through a user-friendly dial. The solid air freshener is opened by simply peeling off the partial-sleeve label, exposing the air vents of the main container.

To promote the parent company's eco-friendly and sustainable goals in the solid air freshener package, Tridimage developed an innovative molded pulp package. Molded pulp packages are traditionally used for protective secondary packaging applications, but the Makeover team believed in the power of design to elevate consumers' perception of this

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material. Today's high-quality thermoformed pulp molds ensure dimensional accuracy, produce well-defined smooth surfaces, and allow unique structural designs with a premium appearance.

Tridimage believes consumers would appreciate the new elegant container and clearly value the sustainability message. To give the four packages an edge at retail, the designers exploited the capabilities of modern production and labelling machinery. By taking advantage of accurate orientation and application of heat-shrink sleeve labels, Tridimage was able to create an intimate 3D dialogue between the structural and graphic design. The sky area that surrounds the four packages is simultaneously debossed on the containers, matching the 2D graphics and creating an eye-catching depth effect.



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