



Below you will find two competition tasks to choose from

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## **Design of the bottle portfolio for a private brand with a modern and consistent design for cleaning agents, for the following products:**

- Dishwashing liquid
- Glass cleaner
- Multi-purpose liquid for cleaning a variety of surfaces
- Specialist liquid with trigger - sprayer (bathroom, kitchen)
- Cleaning/scrubbing milk
- Toilet bowl cleaner
- Washing liquids/gels
- Fabric softeners

### **Additional guidelines:**

#### **Design:**

- The bottles should create a broadly defined “family” and their design should be coherent
- The bottles should retain the basic proportions of benchmarks (Private brand& brand) in a given category
- The bottles should be pre-checked for technical possibilities of their production ( the condition is not necessary)
- Bottle design should be scalable to smaller/larger formats, e.g. 0,75L B1L à 1,2L
- Palletizing and optimal distribution in a carton or on the stand both monogenic and heterogeneous products is an important aspect for quality and cost-effectiveness.
- An important aspect will be usability, easiness of gripping, handling, storage and transport by the consumer
- Bottle design should provide opportunities for both labelling (front/back) and sleeving (bottle without handle)

**Material/** PET and/or HDPE

**Example of concept**

## An example to task no 1 - private brand



## Multi-purpose agents





## Dishwashing liquids





## Glass cleaners



## Cleaners for kitchens and bathrooms





## Fabric softeners



## Washing liquids





## Washing gels



## Toilet bowl cleaners





### **Design of labels and/or sleeves for designed bottles or supplied current dies:**

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- Glass cleaner
- Multi-purpose liquid for cleaning a variety of surfaces
- Specialist liquid with trigger - sprayer (bathroom, kitchen)
- Cleaning/scrubbing milk
- Toilet bowl cleaner
- Washing liquids/gels
- Fabric softeners

### **Additional guidelines:**

#### **Design:**

- Design should be coherent
- Logo - the shape should be maintained, it is possible to modify colours.

### **Example of the present design and logo**



## An example to task no 2



## An example to task no 2





## An example to task no 2

