

Client
Dunlop Adhesives

Discipline
Creative

Description
Dunlop Adhesives were looking to alter the direction for their adhesives brand and focus on the builders merchant market. This was a big change for the company and they looked to Manifest to help devise a packaging solution.

Project
Packaging Rebrand

Execution
The brief highlighted simplicity so Manifest held the client to their word and designed a 'traffic light' packaging solution where each product category was given a 'traffic light' colour depending on where it was in the tiling process. With a straightforward graphic style using icons and colour-coded lids Manifest produced a design that worked. In addition Manifest created all new collateral from product literature and POS to a new customer web site.

Deliverables
Packaging
Branding & Visual Identity
Graphic Design
Multimedia
Public Relations



Work.

