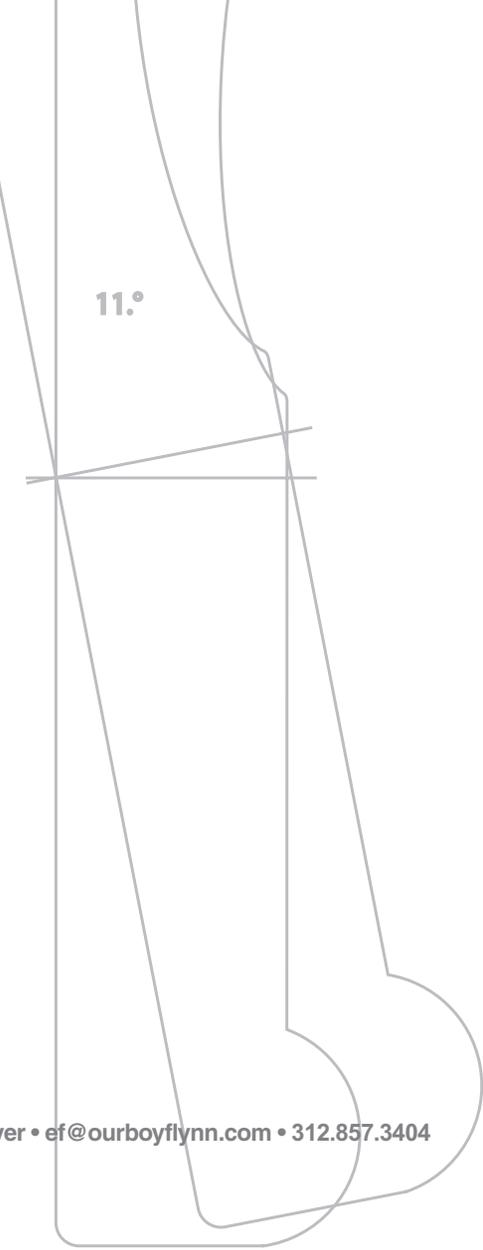
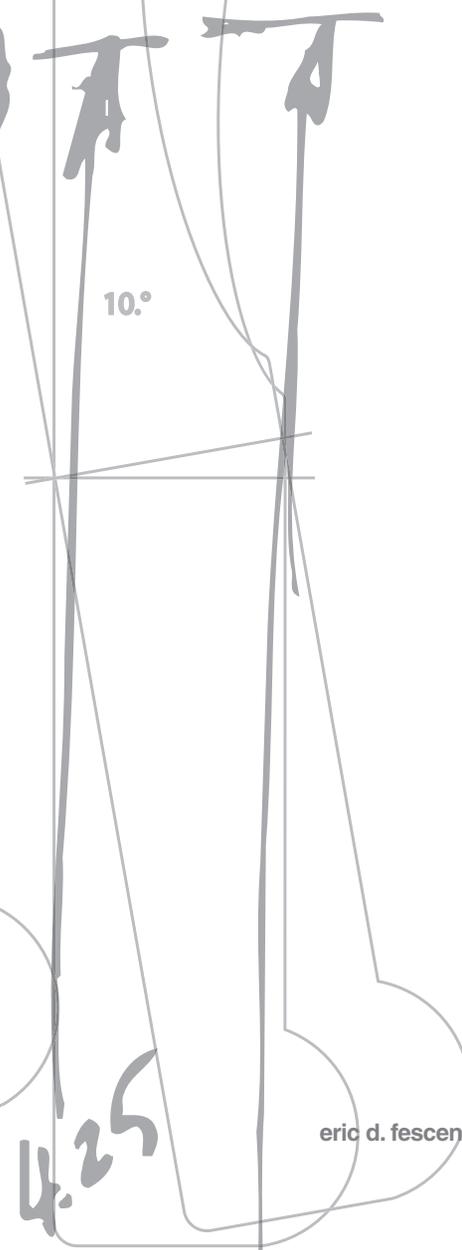


Portfolio

eric d. fescenmeyer

Fold angle is
11.5°
set through where
two panels meet

el
ted to



Power Box Packaging for Robert Bosch Tools

ULTIMATE POWER BOX



Project: Bosch, already a leading manufacturer of professional-grade power tools, wished to increase its position in the category of work-site audio. To remedy this, Bosch commissioned new packaging that would increase its exposure and appeal more assertively to its target customer.

Identity: Achieving Bosch's goal, however, would require a departure from its typical trade dress, which did not effectively market the Powerbox. (Different product, different sell.) The challenge here was to create packaging that would attract the audio buyer who is also a work-site user of Bosch tools. Bosch's identity, then, needed to somehow be maintained on a radically different package.

Design: Inspiration was taken from the new Powerbox itself, whose angular lines and digital features were emphasized by more the high-tech, angular design elements used to describe its features and benefits. A white background provided a more modern feel and, while quite different from the typical Bosch trade dress, still allowed us to maintain 90 percent of standard Bosch identity requirements.

One-Piece Brush Label for Rubbermaid



Larger usage message



Innovative pull-tab for easier operation

Larger UPC for increased scanability

Window die-cut for total bristle & hozel visibility

Larger paint compatibility message

High-visibility brush size

Easier to read instructions

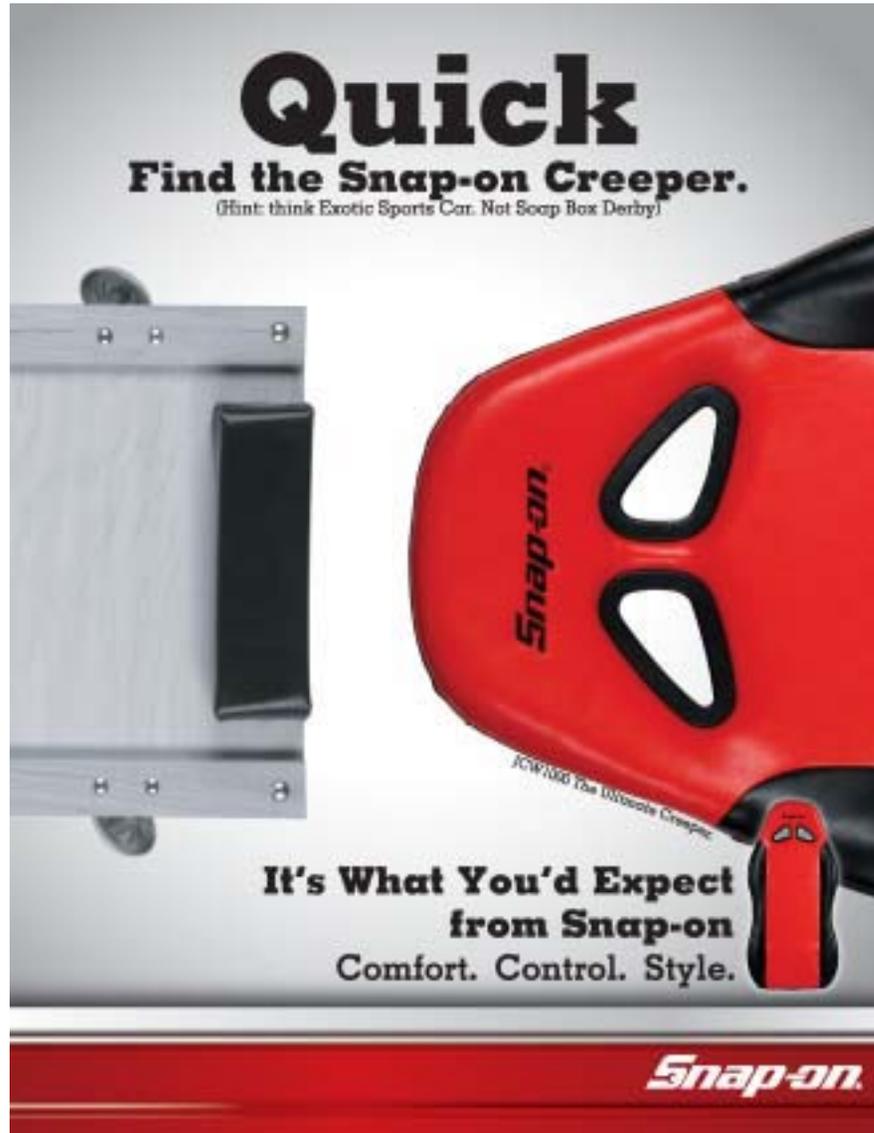


Project : A common issue faced by manufacturers is creating real utility in its packaging without sacrificing its marketability. Paintbrushes, by their design, are fairly easy for merchants to shelve, but due to some unique packaging restrictions, consumers cannot readily tell them apart while the more practical purpose of package -- instructions, UPC codes -- suffer from those same restrictions. Rubbermaid needed a new package format that works exceptionally toward both its marketing and utilitarian goals.

Identity: Rubbermaid is known for its product innovations, resulting in items that are highly desirable for their ease-of-use. Likewise, its product designs are generally distinctive. To further emphasize those qualities among its paint sundries, products in which design innovations can be easily overlooked, the required that its new package format emphasize Rubbermaid's clean, economical design standards while prominently displaying the Rubbermaid brand face as a distinctive marker.

Design: The flexible plastic case was designed for ease of use, as well as storage. This eliminates the printing costs associates with paper packaging. Rather, the adhesive label was designed as one piece to be folded over both sides of the case, further saving on printer costs as well offering consumers an easy means with which to reseal the case. This likewise saves the instructions in a safe place for the consumer -- with the brush itself. The result is a design innovation that succeeds on several different levels while it sharpens Rubbermaid's brand equity

The Ultimate Creeper Ad for Snap-on Tools



Project: In addition to expanding its dealer network, Snap-on Tools must also reach the customers of those dealers. Materials geared toward the end-user serve a dual purpose for Snap-on: It encourages interest among customers and fortifies its dealer relationships, all while enhancing Snap-on's brand caché to both. This particular piece needed to introduce Snap-on's new mechanic's creeper, an item which, with its prominent color and logo usage, could also serve these same purposes.

Identity: Snap-on tools are primarily the province of the high-end user. Likewise, users identify with Snap-on's premium products and show themselves accordingly. The ad, then showcases the use of Snap-on's identifiable red color and logo on the product itself to attract this particular buyer. And, known as they are for their tools, the Snap-on tool drawer naturally closes the piece.

Design: The background colors — in fact, anything unrelated to Snap-on — were shown in shades of gray. This brought the product and identity to the forefront, at once placing the spotlight on Snap-on's product while lessening the impact of the competitor's. This also allowed for greater emphasis on the product's more ergonomic design. Finally, the particular juxtaposition of the Creeper versus its competitor complements the ad's copy, resulting in a well-rounded and powerful piece.

Packaging Style Guide for Bosch Power Tools



Project: Bosch is one of a few select manufacturers of commercial-grade power tools. In order to maintain its place among other manufacturers within this particular market, its packaging must also reflect quality that attracts the professional buyer. To achieve this, all vendors used to construct the packaging, such as printers and designers, must adhere to strict standards of presentation. A new style guide, with foolproof guidelines and clear examples, needed to be developed.

Identity: Professional users buy Bosch tools for their consistency of quality. What this means is that the consistency of the brand is an extension of that quality. Protection of the Bosch identity, then, is paramount in its packaging; alteration of the identity would signify an unwanted change in quality to the consumer.

Design: To accomplish this, proportions and measurements of element usage are presented in formats understandable to every user: Basic mathematical formulas are shown with examples; and actual shots of the packaging are presented for visual reference. The result is a style guide that reinforces the fact that to maintain and advance the Bosch brand, extreme care must be taken of its assets.

100%

65%

25%

Feature Logo

32614

14.4V

14.4V

BOSCH

COMPACT TOUGH™
3/8" Drill/Driver

Taladro/destornillador
COMPACT TOUGH™ de 10 mm sin cordón

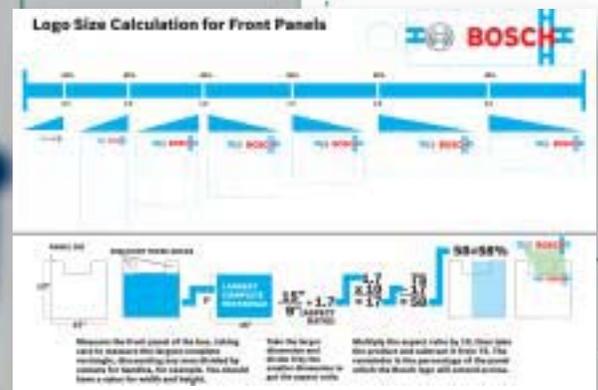
Perceuse/viseuse sans fil
COMPACT TOUGH™ de 10 mm

Product Features

Bonus Item

BONUS! ;BONO! EN PRIME!

12-Pc. Bit Set
12-Pc. Bit Set
12-Pc. Bit Set



Instant Hot Water Display for Insinkerator



Project:

Insinkerator, best known for its kitchen disposals, has now used its significant engineering prowess to enter the high-end appliance and fixture market. Its newest foray into this category is the under-sink, tankless water-heater, which can easily provide scalding hot water efficiently and without the wait. This is for serious users only, and required a display that would attract such a consumer.

Identity: As well as entering consumer markets, Insinkerator has redesigned its logo to reflect its new target customer — the high-end consumer, versus the industrial user. The accompanying display, then, required a similar departure, focusing less on technical specifications and more on the more visual displays that help the consumer realize the use of the Instant-On Hot Water System.

Design: The POP itself utilizes the new, clean lined of Insinkerator's new logomark, and displays the appliances and fixtures accordingly. This design also takes advantage of the sleek design of the heater, itself an attraction to high-end consumer fascinated by the flash of good design. Seated next to the heater are the company's own sleek dispensers, each positioned to bring balance to the display.

Premium Bird Food Line for Kaytee

Project: Kaytee is the largest birdseed producer in the U.S. The company wished to break into a new market, one whose consumers are conscious of beauty and design, rather than basic function. These consumers are attracted to the beauty of birds as an extension of their own good taste, and want products that support this, from the look of the packaging to the actual result.



Identity: Kaytee birdseed is associated with both the quality of its products as well as the results. The challenge was to incorporate its brand equity with the clean design that would attract the company's new target customer. Kaytee's red logo was placed, then, as a bold subhead to the real headline: A modern typeface giving those customers exactly what they want.

Design: A monochromatic color palette was chosen to support the design aims of these target customers, and an "Attractor Factor" gauge was added to bring those who may be new to backyard birding. And black and white photos reinforce a close connection to the both the brand and the activity itself. This new design will please the design-conscious consumer, as well as encourage lifetime brand loyalty

Dealer Recruitment Tool for Snap-on Tools



Project: Snap-on Tools wished to add to its already considerable dealer network. To aid in its efforts, a tangible, easy-to-use tool was required to aid in the client's marketing and sales efforts. Merchants who resell Snap-on products already make up a significant portion of Snap-on's business, but expanding its reach while maintaining its the brand's singular caché was the challenge at hand.

Identity: Snap-on tools are primarily the province of the high-end user. Likewise, dealers identify with Snap-on's premium products and market themselves accordingly. The brochure then utilizes the client's most ubiquitous brand face, the Snap-on truck, to encourage the prospect's own identification with the brand. The blue sky is used to evoke Snap-on's unlimited potential as a sales vehicle.

Design: The brochure itself employs the relatively modest design convention of "Show, don't Tell." To this end, Snap-on's recruitment enterprise here respects the time and expertise of its prospects. The brochure uses its primary design elements of truck and sky simply, yet aggressively, on every page; the copy is a bold but quick read that's still secondary to the imagery itself. The end result reinforces the real benefits of partnership with Snap-on Tools through design that works.



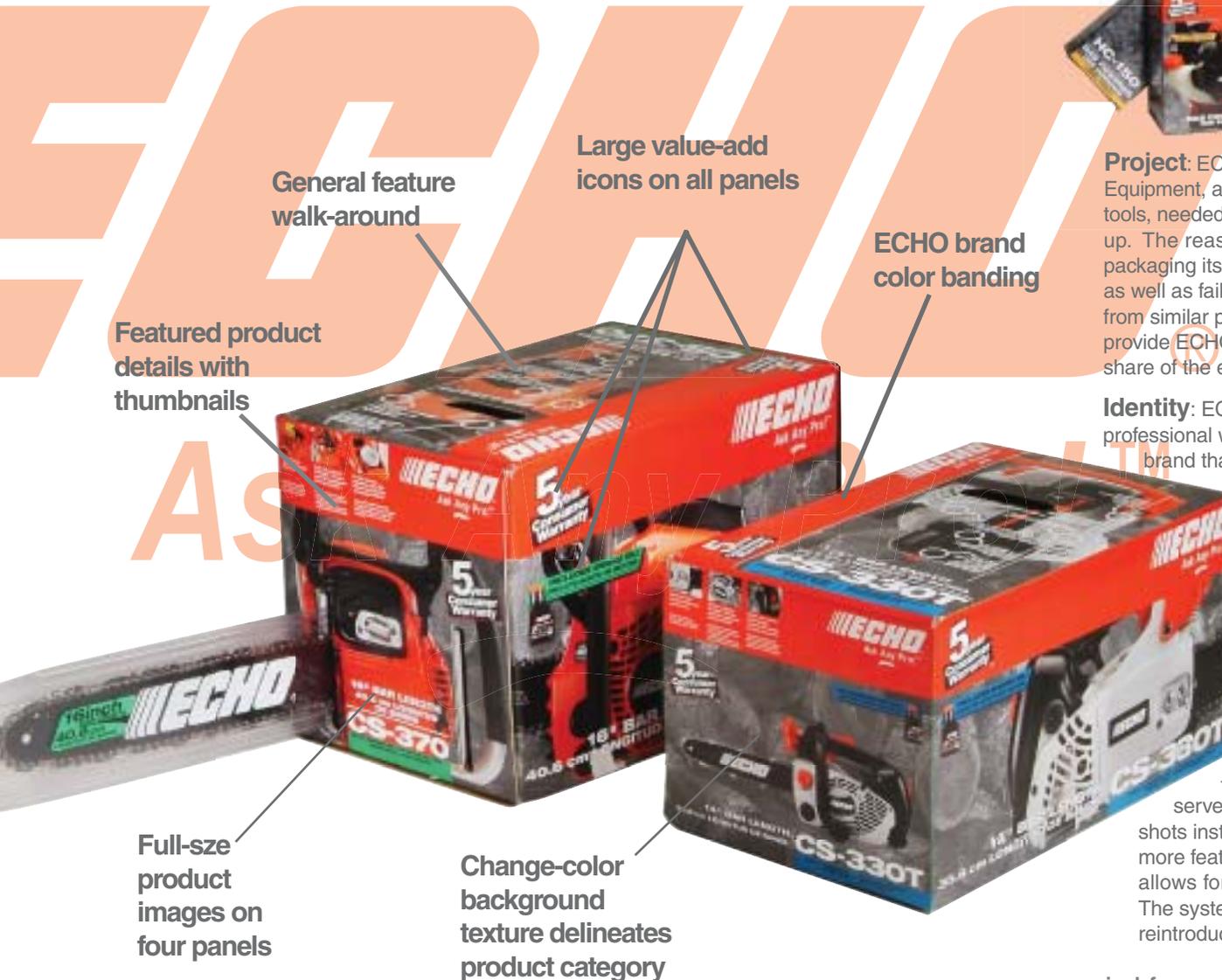
Brand Packaging for ECHO Outdoor Power Equipment



Project: ECHO Outdoor Power Equipment, a manufacturer of professional power outdoor tools, needed to recreate its packaging from the ground up. The reason for this was twofold: The original packaging itself proved difficult for the customer to use, as well as failing to represent and differentiate ECHO from similar products shelved nearby. This did, however, provide ECHO with an opportunity to capture a larger share of the ever-growing high-end DIY consumer market.

Identity: ECHO tools are associated closely with professional work and professional quality, making it a brand that high-end consumers can value on name alone. With this in mind, the ECHO logo is featured prominently and without interruption, visible immediately in the upper right-hand corner of the box. ECHO's orange, a color quickly identifiable with the outdoors, is used to frame the upper quarter of the box, reinforcing ECHO as the true outdoor brand.

Design: We chose stable life-size product shots, rather than action shots. This gives credit to the professional buyer — he knows what the tool can do — but also serves the less-experienced DIY consumer. The shots instead show the product exactly, allowing for more features to be presented in place. This also allows for more prominent value-add call-outs. The system is a design update that can at once reintroduce and reinforce the brand for the client.



General feature walk-around

Large value-add icons on all panels

ECHO brand color banding

Featured product details with thumbnails

Full-size product images on four panels

Change-color background texture delineates product category

Low-Cost Packaging Design for Milescraft



Project: Milescraft is the leading manufacturer of woodworking convenience tools. Without the best packaging, though, it can be difficult for a woodworker to determine just what exactly the tool does. The tools can be invaluable to a project, but are complex enough to require an extensive description at the onset. Milescraft needed packaging that achieved both.

Identity: The company is known for the innovative ideas that modernize woodworking processes, making available to consumers the professional results generated only by master craftsman. To emphasize this, we focused on the product name and its details, rather than Milescraft name itself. This highlights the purpose of the tool, while reminding the customer of the innovation for which Milescraft is known.

Design: Packaging tools such as these is a particular challenge in that the tools themselves shaped oddly. A simple box, though, would not provide the customer an opportunity really ascertain its purpose. Instead, packaging with strategic cut-outs, and detailed copy and arrows pointing the customer to features, provided exactly what Milescraft needed to achieve its descriptive and market goals.



Work Glove Packaging for Wells Lamont

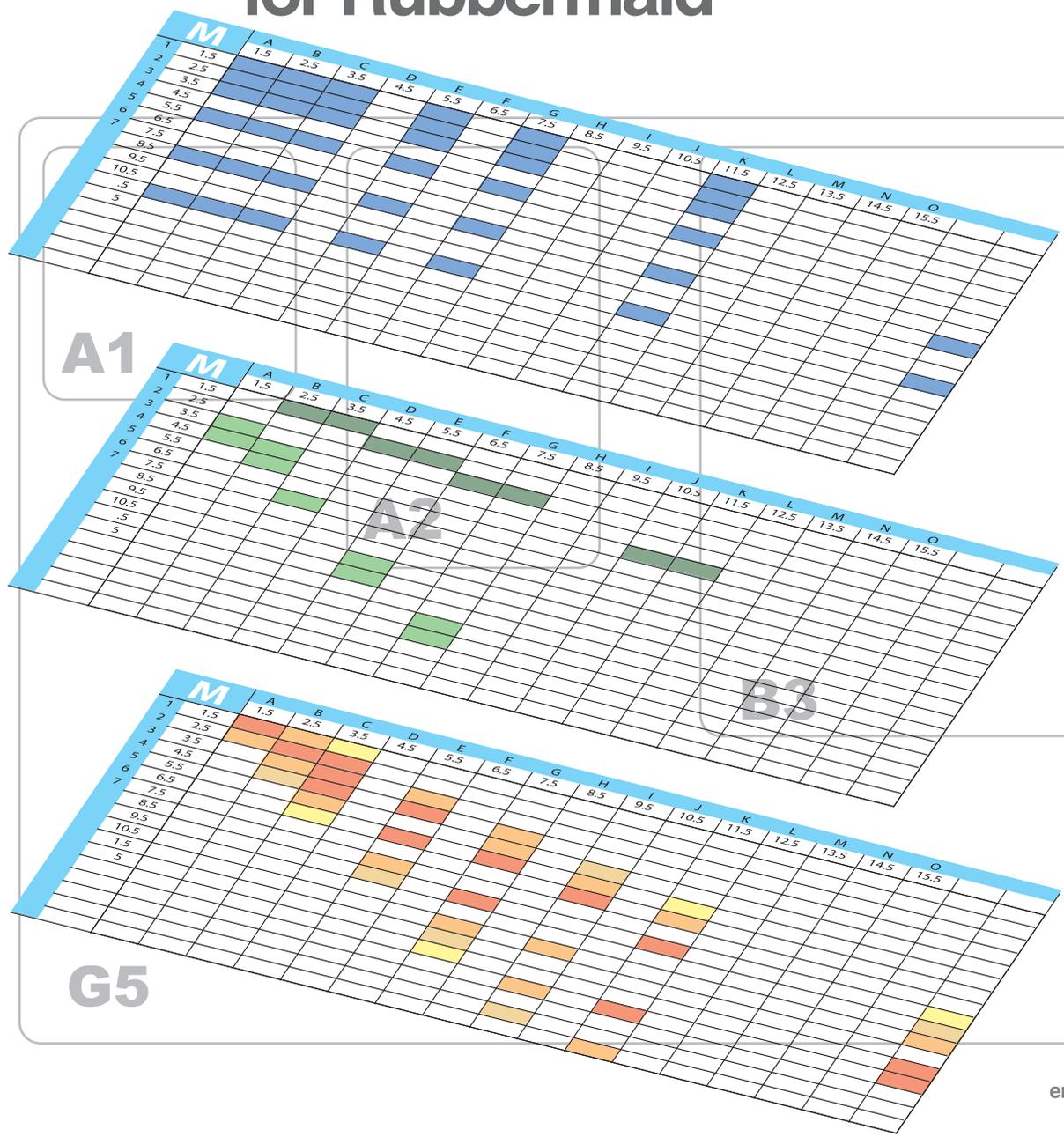


Project: Wells Lamont is the leading manufacturer of high-end work gloves in the U.S. It's easy, however, to pick up a pair of work gloves made anywhere, but of questionable quality. Wells Lamont wanted to better tell the story of why its gloves are superior to the rest.

Identity: The company is known for the quality of its gloves, used by professionals worldwide. Those professionals are already familiar with the quality. To best associate that quality with the name for the new user, however, we displayed the logo prominently, but on the glove itself. We then let the text on the card tell the rest of the story.

Design: The gloves were placed on a card with a color scheme that's noticeably different from the rest of the gloves on the shelves, but used bold earth tones to support their tough, professional identity. The design frames the glove, but encourages the customer to handle the glove itself to read the features and benefits—a tactile, firsthand reminder of both. This new design will remind the consumer that Wells Lamont, you get what you pay for.

Packaging Modulator for Rubbermaid



M	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
1	1.5																
2	2.5																
3	3.5																
4	4.5																
5	5.5																
6	6.5																
7	7.5																
8	8.5																
9	9.5																
10	10.5																
11	11.5																
12	12.5																
13	13.5																
14	14.5																
15	15.5																
16	16.5																
17	17.5																

With an upcoming product line redesign, a packaging size standardization can be implemented in symphony with an aesthetic change. Perhaps a move more toward a peg-hook friendly total system of sizes could be produced, allowing more efficient use of the allotment of store space. This efficiency could be found by specifically designing the sizes of the cards and blisters to be congruent with the standard peg hook store system.

This top-down system has several benefits:

- Optimal usage of space in regards to packaging sizes
- A standardized series of sizes can be created to cut down on the time taken for new packaging for future products
- These changes should also cut down on the number of shipping boxes needed for different products.

Each of these benefits (and more) can be explored even further detail making the system's merits greater.