Seymour Powell creates Nestle catfood packaging
Angus Montgomery

Seymour Powell has created new packaging for Nestlé Purian Pro Plan catfood, which the consultancy says is based around a 'big cat face design'.

Nestle Purian Pro Plan design by Seymour Powell

The consultancy was appointed following a three-way pitch and tasked with developing a new look for the product, which is sold through vetinary practices and specialist pet-shops.

Seymour Powell says it has brought in an 'iconic cat image' which has been combined with the Pro Plan brand marque.

Phil Houldershaw, design director at Seymour Powell, says, 'Our approach to break the mould for the brand with the creation of the big cat face design which challenges specialist channel category norms and creates a great icon for the brand.

'We were looking to create a design that would stretch beyond packaging into all touchpoints.'

The new packaging is rolling out across Europe this month.

Fonte: Design Week , 14 Mar. 2012. Disponível em: <http://www.designweek.co.uk>. Acesso em: 15 Mar. 2012. On-line.