

WAVE

EMEA Communication Strategy

A landscape photograph featuring a large, leafless tree silhouette in the foreground. The sky is filled with soft, colorful clouds in shades of blue, purple, and orange, suggesting a sunset or sunrise. The word "PACKAGING" is centered in the sky in a white, sans-serif font.

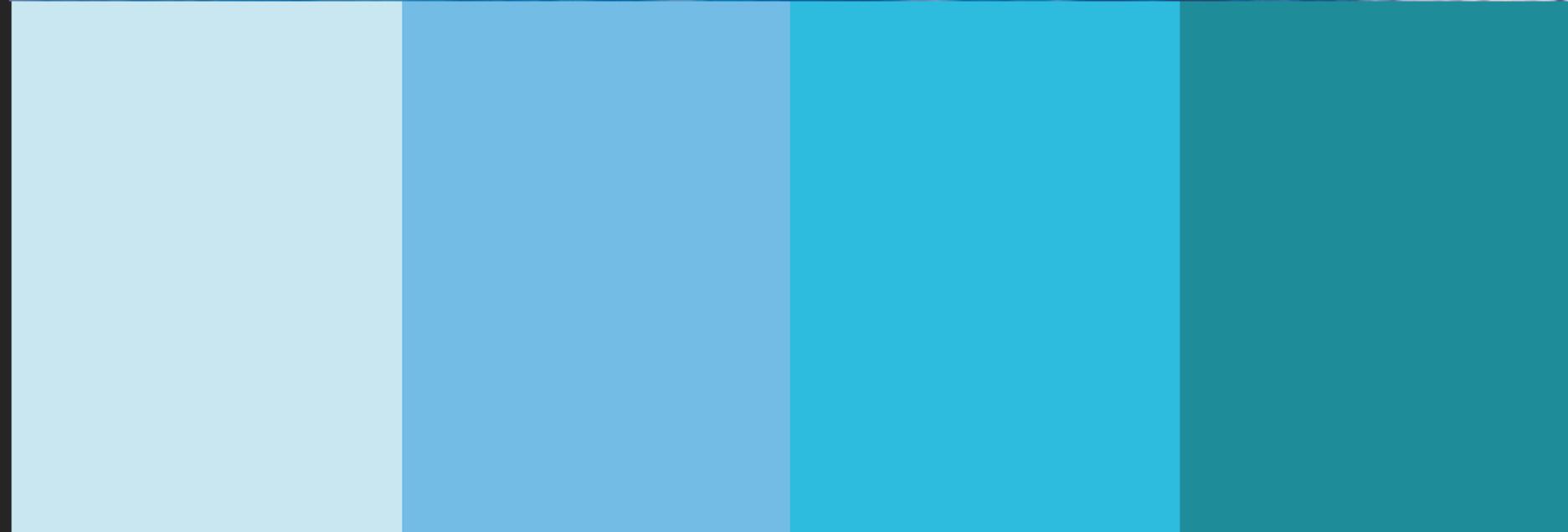
PACKAGING



COLOR PALETTE

The palette is inspired by main colors present in nature to represent his primary elements.

The color display of water allows the user to understand immediately the peculiar characteristics of the product.



PRODUCT MOCKUP



Position and dimensions of the elements are purely indicative.

CREATIVE RATIONALE

Focus of this version is transmitted at first glance key features of the product and the mission of the brand.

For this reason the hardback effect is used as the basis of all the packaging. In sharp contrast are shown the product useful to the end user. Graphics, icons and handwritten font are designed to strengthen the concept of naturalness .

The front side contains all the elements that make WaVe an innovative product.

The back is designed to give a complete view of the product. The upper part, the tongue, gives a brief description of the product, while the bottom shows all information of use.

The sides synthesized on the one hand the information for use and other the benefit of the product.



WAVE
#washlove



RECOMMENDED DOSAGE	NORMAL WATER	HARD WATER
NORMALLY SOILED LAUNDRY*	1 sheet 	2 sheets 
HEAVILY SOILED LAUNDRY	2 sheets 	4 sheets 

WASHING BY HAND: Dissolve one half of the leaf in 5 litres of hot or cold water.
*one normal load corresponds to a washing machine with 5kg of laundry.
Not suitable for washing wool.



Keep out of the reach of children.



Avoid eye contact. In case of contact with eyes, rinse immediately with plenty of water.



Rinse your hands after use.



Do not swallow. If swallowed, contact a doctor.

COMPOSITION: Wave washing detergent in the form of a leaf with the "fresh laundry" scent (detergent regulation (EC) No. 648/2004, regulation No. 1272/2008). 30 - 60% Starch, 10 - 30% Glycerine, 3 - 10% Anionic surfactant, < 5% Amphoteric surfactant Nonionic surfactant Essence.

INSTRUCTION FOR USE



1 Cut the sheet in two following the line



2 Put the leaf into the drum or dispenser



3 Activate the washing cycle

ONE SHEET = 2 loads 5 kg each

100% SOLUBLE

FOR LOW AND HIGH TEMPERATURES

WAVE

LAUNDRY DETERGENT FOR WASHING MACHINES IN SHEETS

32 loads
5 KG EACH

ULTRA CONCENTRATED
FOR COLOURED AS WELL AS WHITE CLOTHING
HYPOALLERGENIC

PARABEN-FREE · PHOSPHATE-FREE · FREE OF 1,4-DIOXANE



Made in Canada
DIZOLVE GROUP CORPORATION
290 Baig, suite B8 - Moncton, NB E1E 1C8
Packed and distributed: MADE ASSET s.r.o. (Slovakia)



0 689461 009564

NICE TO HAVE

To be consistent with the concept and thus strengthen the brand recognition of the final user is required to become the distinctive characteristics of this as strengths for all future activation.

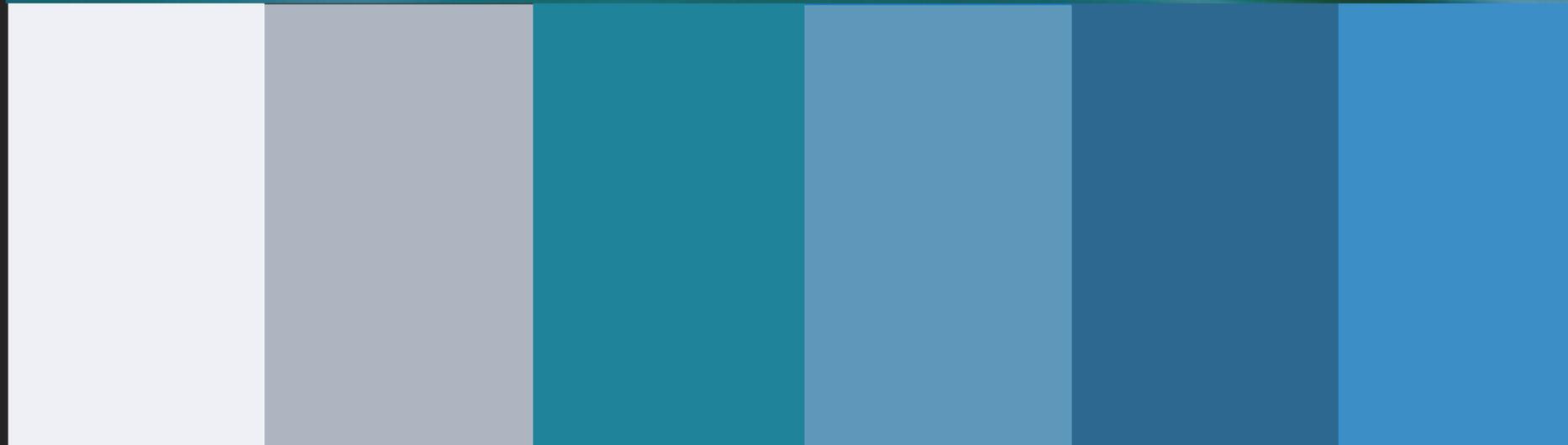
EXAMPLE : Gift packaging- product during the promotion in store could be a paper bag





COLOR PALETTE

Inspired to this balance we created a color system that mix soft and calm colors with stronger and cooler ones.



PRODUCT MOCKUP



Position and dimensions of the elements are purely indicative.

CREATIVE RATIONALE

Colorfull, bold, authentic.
Innovation in packaging generates
consumer demand. For this reason we
created an high impact package with
strong color background and handwritten
typeface to connect consumers to the
brand vision and product key values.



LAUNDRY DETERGENT



RECYCLE IN

PAPER

#washnlove

30 - 60%	10 - 30%
STARCH	GLYCERIN
5 - 0%	< 5%
ANIONIC SURFACTANT	AMPHOTERIC SURFACTANT NONIONIC SURFACTANT - ESSENCE

INSTRUCTIONS AND RECOMMENDED DOSE



1 LEAF
2 LOADS 5KG EACH



WASHING BY HAND
Dissolve one half of the leaf in 5 litres of hot or cold water.



NORMALLY SOILED LAUNDRY*

NORMAL WATER

HARD WATER



HEAVILY SOILED LAUNDRY

*one normal load corresponds to a washing machine with 5kg of laundry. Not suitable for washing wool
COMPOSITION: WaVe washing detergent in the form of a leaf with the "fresh laundry" scent (detergent regulation (EC) No. 648/2004, regulation No. 1272/2008)



Keep out of the reach of children



Avoid eye contact. In case of contact with eyes, rinse immediately with plenty of water.



Do not swallow. If swallowed, contact a doctor.



100% SOLUBLE



FOR LOW AND HIGH TEMPERATURES

32
LOADS

WAVE

LAUNDRY DETERGENT

FOR WASHING MACHINES IN SHEETS

ULTRA-CONCENTRATED CLEANING POWER FOR COLOURED AS WELL AS WHITE CLOTHING HYPOALLERGENIC

PARABEN FREE - PHOSPHATE-FREE - 100% SOLUBLE

INSTRUCTION FOR USE



1 LEAF FOR 2 LOADS OF 5KG EACH



PUT THE LEAF INTO THE DRUM OR DISPENSER



ACTIVATE THE WASHING CYCLE

Made in Canada
Dizolve Group Corporation
290 Baig, suite B8 - Moncton, NB E1E 1C8
Packed and distributed:
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THANKS.