

# PACCOON

Leading agency for  
strategy + design +  
sustainability



Since 2001  
in Munich



Since 2018  
also in  
Hamburg



We are  
**PACCOON**  
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## **Strategy + Design**

*Branding, Naming, Packaging, Corporate*



## **Sustainability**

*Companies, Packaging*







# Our dairy competence





# Design on behalf of good taste





# Emotion in the refrigerated section





# Cheese





# Beer & Beverages





# Sweets & Confectionary



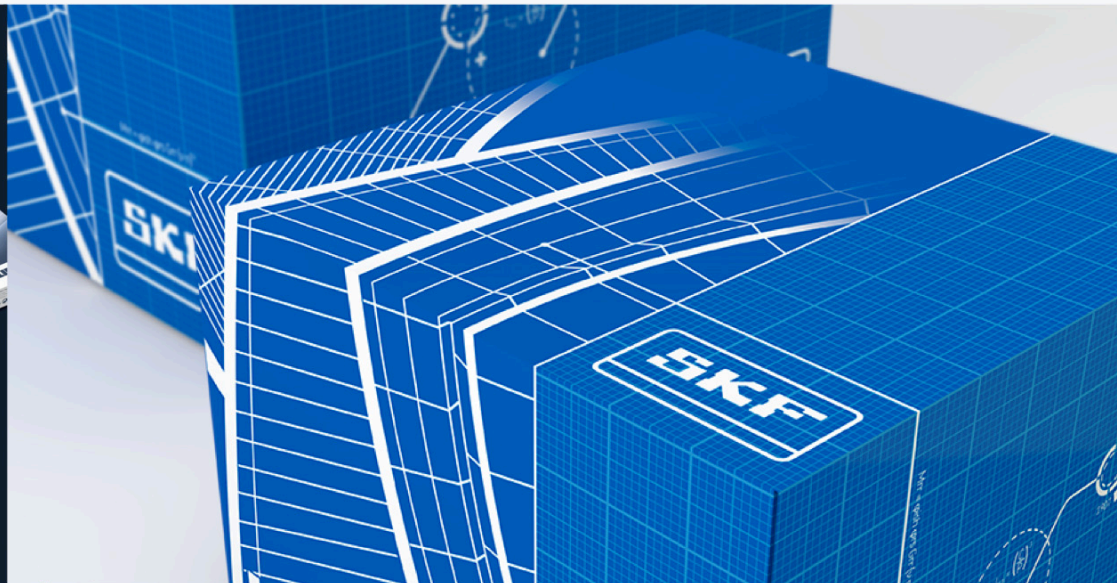


## Body & Care





# Technology & Electronics



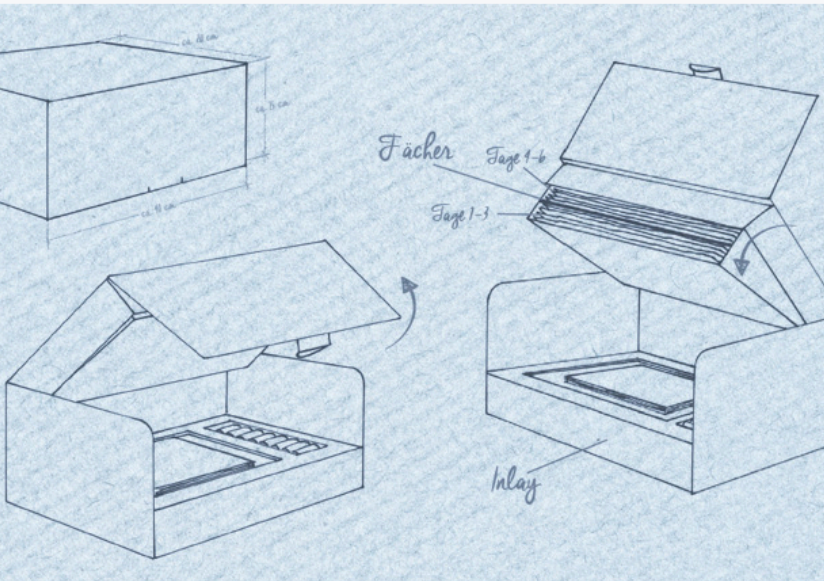


# Pharmaceutical & Medicine





# Form, Function and Design



# Design works\*

*\* Successful packaging concepts are more important  
to us than design awards*



# Good design boosts sales



**Strong shelf presence creates more space in tough competition**

With its strong launch design, BoxaGrippal attracts a lot of attention and recognition, securing 4th place in the cold remedy market after 1 year.



**Alnavit**

**With a new visual language towards more product understanding**

The added value of the Superfood Range was designed for the consumer visualized and textually worked out.



**Houdek is market leader in the "Kabanos" range**

The launch of the "K's" brand made it possible to attract a younger target group in the high-turnover snack range.

Wir  
entwickeln mit Ihnen  
nachhaltigere  
Packungskonzepte



Our  
services as  
Germany's  
**leading agency  
for sustainable  
packaging  
solutions**


We  
train employees in  
in-house workshops



We  
develop your  
sustainability  
strategy




We  
impart know-how  
from working groups  
& promoted projects



We  
develop more  
sustainable packaging  
solutions



We  
screen your product  
range and identify  
potential for  
optimization



We recommend the analysis of your CO<sub>2</sub>-footprint



# Our services for you

1. Inhouse-information and workshops of your employees focussed on your specific needs (packaging, targets, material, etc.) - 1 or 2 days
2. Sustainability analysis of your company (with external suppliers)
3. Development of your sustainability strategy
4. Screening of your assortment for short and mid-term optimisation potentials
5. Networking and connection for funding projects
6. Organisation of recycling workshops
7. Research of sustainable packaging material for your products
8. Development of new packaging concepts
9. Improvement of your packaging communication towards consumers
10. Supply chain analysis for TCO total cost optimisation and sustainability



**We create sales-oriented  
designs and clever  
solutions for more  
sustainability for you.**

# Strategic Sustainable Successful

**We support you to empower your brand**

**PACOON GmbH**  
strategy + design

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**We speak English,  
French, Spanish,  
Italian and Polish**

