

Brand new look in fridge, kitchen

[Coca-Cola Company](#) South Africa has announced a new look for its Bonaqua bottled water product and Prestige Housewares has a new corporate identity (CI) for its 776 active product lines.



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Bonaqua bolder, brighter, lighter

The new-look bottle features a revitalized logo and label design in a new lightweight bottle. Linda Appie, senior brand manager for Bonaqua explained, "The product has revitalised its look to keep in line with market trends and consumer feedback.

"We went with bold colours to drive excitement and allow for shelf-stand out. We feel that this new design is daring, bold & funky. We also had to ensure that we kept in line with international environmental packaging trends, which indicate a shift towards using less PET per bottle."

The new-look will be available in the traditional 500 ml and 1.5 litre bottles - across its still and sparkling flavoured water ranges of Litchi, Naartjie, Strawberry, Apple Mint and Lemon Lime.

Classic look for trusted product

"The rebrand is not a radical one. Our aim was to achieve a fresh look, one that would resonate within our current modern day and age," says Mark Hartwig, CEO Prestige Housewares, which has been trading the household brand in South Africa since 1970.



New logo

The recent re-brand tracks the following strategic marketing blueprint:

- Present the brand in a sophisticated manner
- Differentiate it from its market competitors
- Increase sales: It is expected that more than 50 new products will hit the shelves in 2012
- The new look design is expected to communicate a pioneering exterior, one that will boost the bottom line
- Increase brand awareness amongst consumers
- Increase demand for the brand
- Elevate the brand personality
- Nurture old, as well as new consumer relationships
- Highlight product ranges inclusive of: cookware, bakeware, cutlery, pots, braai ware, kitchen utensils, kitchen gadgets and electrical appliances

"With so many fast-changing trends in the industry, we understand the South African market. We invest much thought and effort into choosing each product, so that our consumers are able to choose the right tool, to turn a basic recipe into an exceptional meal," concludes Hartwig.



1990 logo



2000 logo



2004 logo

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