

## Twinsaver launches new packaging

"Over the last year, the company has conducted research that highlighted our consumer's readiness for a change of the Twinsaver packaging," says Hugh Wilson, marketing manager at Nampak Tissue, and the result of that research is a 'new face' for the brand.



"Our task was to provide the brand with packaging that could be considered more modern and up-to-date for our consumers, whilst still radiating the values of this trusted family brand," says Wilson.

With its clean, modern lines and vibrant contemporary colours, the new packaging design will most certainly ensure that the products stand out on shelf, ensuring that consumers remember the 'Forget me not' brand that they have come to know and love. "The use of the Gerbera flowers, which are considered very fashionable with many florists and consumers, creates a familiarity with the brand," remarks Wilson. "The design also communicates the quality and sophistication of the products, and will ensure that consumers continue to turn to this trustworthy, reliable brand, that has become a 'caring protector' in many homes."

Although the brand's packaging was upgraded in 2003 across all of its product categories - namely facial tissue, roller towels and toilet tissue; 2010 marks the beginning of a new decade and a new look-and-feel for the brand.