

## New packaging assists DIY tilers

TAL, supplier of adhesives and grouts for tiling, has brand new packaging to make it easier for consumers to select the right products for the tiling job at hand. Designed by Andrea Jacobs, creative designer at Norcros South Africa, the new packaging complies with the Consumer Protection Act and equips tilers, home decorators, DIY enthusiasts and hobbyists with clear information that is straightforward and easy to understand.



### New elements:

- On the front of the packaging is information on what the product does, what it is used for and its main features and benefits. The information is provided through illustrations and text for easy understanding.
- Size and weight of the packaging is indicated on the right-hand side and, for heavier products, there is a warning notice that the product is heavy to lift and handle.
- Product information is repeated at the bottom and sides of the packaging to make it simple to identify the products when they are stacked, for example adhesive bags.
- Back of the packaging contains clear and precise instructions on how to apply the product, as well as the tools and equipment required. The installation process is provided in text and picture format.
- The 'how to' instructions are in a condensed format for quick reading while standing in front of the shelf at the shop and are followed by additional instructions that go into more detail.
- All users need to know on how to obtain the desired results are explained, such as the surface preparation, mixing and application and the storage method is also outlined.

For more information on TAL, a division of Norcros SA, go to [www.tal.co.za](http://www.tal.co.za).