



KATADYN CASE STUDY

PRODUCTION + MOCK-UPS + COLLABORATION

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KATADYN®
MAKING WATER DRINKING WATER



TRANSFORMING TWO TECHNOLOGY LEADERS INTO ONE

Katadyn®, a world leader in water filtration products for outdoor adventurers and travelers, had recently purchased the Steripen® Brand, a leader in portable water purification. The challenge for Katadyn marketers was how to pull Steripen brand products under the Katadyn brand look and feel as economically and efficiently as possible—without altering the packaging structure.

For the solution, Katadyn leaders turned to the packaging design, branding and production artists at Partners+Hunt.



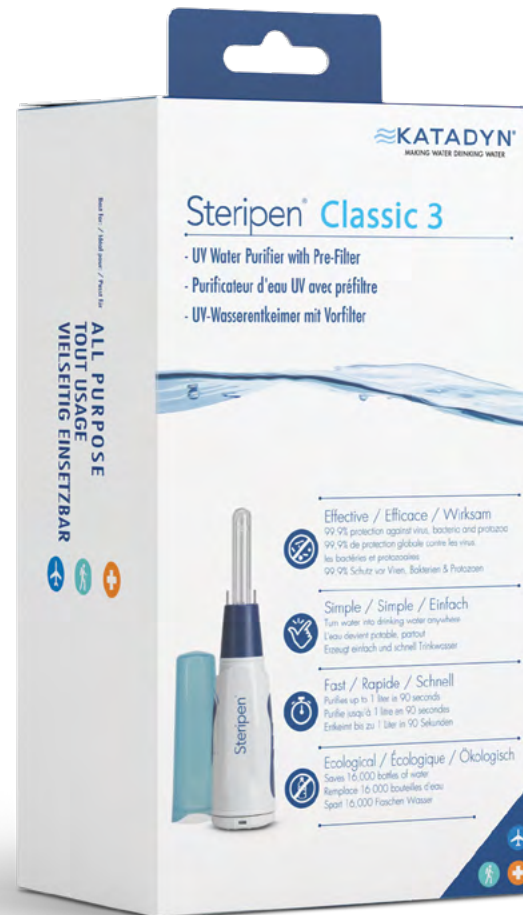
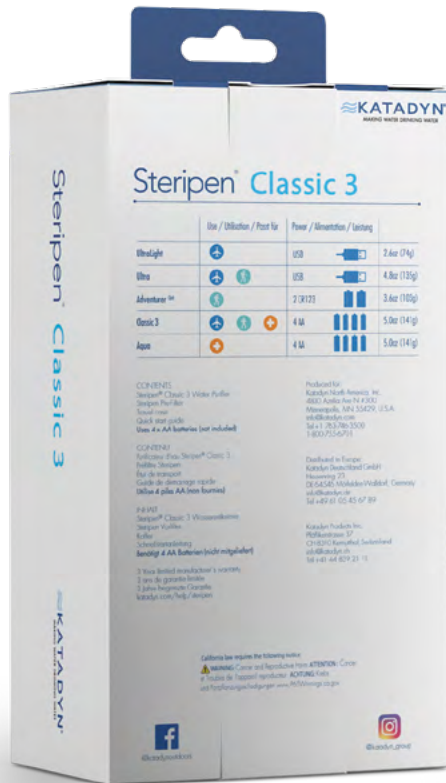
PARTNERS+HUNT
creativesupport



THE CHALLENGE

The challenges for the P+H team were varied and numerous:

- The packaging had to tell the entire product story, because most of the buying decisions made in the category occurred right at the shelf.
- Each package had to include three languages of exactly equal size and weight: English, French and German.
- Packaging had to clearly communicate a substantial list of key product messages and consumer benefits.
- Product information needed to be consolidated, prioritized, organized and made to fit the very limited packaging space available.
- All information had to be systematized across seven different SKUs.
- Benefit icons needed to be updated and made easier to understand.
- All fonts had to be unified under the Katadyn family look.
- A one-stop place for product information for the rest of the product line had to be created, so users could quickly compare product features.
- Steripen brand products, which still had valuable brand equity, had to be clearly seen as part of the full line of Katadyn brand products.
- Final package designs had to be clearly differentiated and easily recognizable at the shelf.



THE P+H SOLUTION

Starting with a single SKU, the P+H team developed a new look and feel that pulled together all the ideas for updating the packaging into one place. Making sure everything worked together, they created a simple hierarchy system for each package.

The new package fronts would consist of seven main elements:

1. Katadyn logo and tagline lockup placed in prominent locations
2. Steripen product name and succinct generic descriptor
3. Chart of relevant icons encapsulating the product benefits
4. A water graphic element that conveyed the end benefit idea of pure water
5. Hero photo of the product
6. Simplified, universally understandable "How to Use" illustrations
7. Short block of copy summing up product attributes

The back panel of the package would consist of four main elements:

1. Reiteration of the Katadyn brand and the individual product names
2. Product-in-use photo showing relative size
3. Chart showing all five products and how they differ
4. Signoff, contact information and other mandatory elements



ADDING VALUE AT EVERY STEP

Questioning everything—Was there a better place for the information? How could it be shortened? Could it be removed altogether?—P+H moved brand elements into more logical locations, eliminated redundancies and made the packaging consistent across all products in the line. We even took the extra step of cleaning up the legal copy and signoff information that was inconsistent across the existing products.

P+H helped Katadyn develop a unique table idea that consolidated all relevant product information into one tight space. We cut the existing copy by more than half by eliminating redundancies that cluttered the package.

A project that started out as a simple design challenge became an exercise in consistency in the basic elements of what any package needs: clear branding, concise product information and thoughtful, intentional placement of all packaging elements.



A NEW VISUAL APPROACH, TOO

Imagery also needed to be completely updated and re-thought. It wasn't consistent across products and didn't quite fit the space properly.

P+H reshot all new hero images onsite in our photo studio space: in-use with hand models as well as hero product shots.

While keeping the valuable brand name, the P+H team streamlined and simplified the SteriPEN logo, eliminating the logo mark element and making SteriPEN a clear sub-brand under the Katadyn brand system.





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