

Avery King



Graphic design

NO ADDED SUGAR!*

Mariani

THE GOOD FRUIT FAMILY

MANGO

NO PRESERVATIVES

*Not a low calorie food. See nutrition panel for calorie and sugar content.

**100%
fruit**

NET WT 4oz. 113g ©



This item has achieved some of the highest sales velocity in the product line and continues to see strong growth in every market that it is in.

Package design, Mariani Packing Co.



With the success of the Probiotic dried fruit line, the next idea we developed was the single serve. After researching sales records and consumer perceptions and priorities, we landed on the Probiotic Prunes and Probiotic Apricots as the first two products to offer in single serve. Building on the core benefits of daily consumption, the first single serve packages were designed to hold 7 packs, one for each day of the week.

The convenience and benefits of the single serves gained them great acceptance in the market. The colorful, informative carton proved to be attention grabbing and supported solid sales.

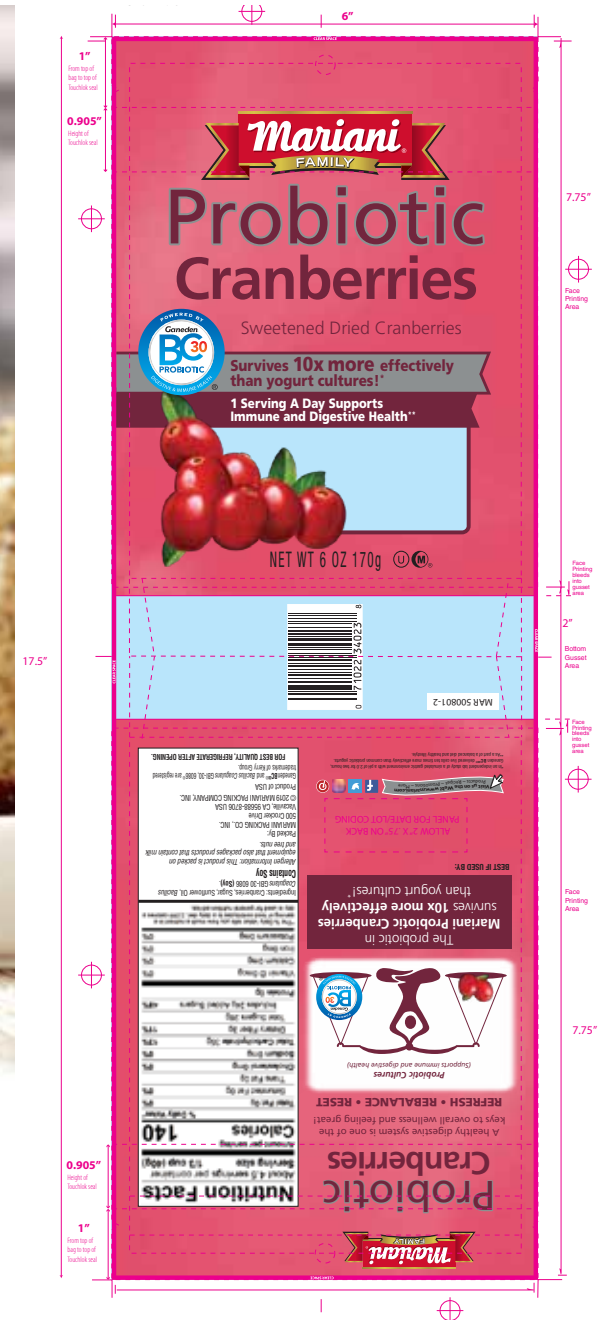
Package design, Mariani Packing Co.



Mariani Probiotic Cranberries are an extension of a product line begun with the highly successful Probiotic Prunes. The package was designed to follow the style of that package, with colors selected to reflect the cranberry itself.

I developed this package working with our brand manager, and worked with our in-house food lab to accurately highlight its nutritional features.

This item is a strong addition to the line and has replaced a slower selling item in most markets.



Package design, Mariani Packing Co.



Organic by Mariani was developed as a brand before my tenure with the company, with club stores in mind. Responding to market demands, I refined the deglet noor packaging to highlight the California origins of the fruit while retaining the established design standards.

I developed this package working with our Product Manager in charge of club stores.

In the market, we saw a lift in sales of this product compared to a similar product of mixed fruit origin, which lacked the California designation.



Package design, Mariani Packing Co.



Organic by Mariani increased in sales and retail customers began inquiring if they, too, could carry it. This led to developing a retail line of organic items, with the brand standards already defined in the club sale line.

I developed this line of packaging with our Brand Manager, along with our procurement and production teams to verify key details.

Since the launch, the organic line has steadily increased in distribution and has played an important role in the upscale range of offerings.

Sample Kit, Mariani Packing Co.



The Mariani Sample Kit is an outreach tool which delivers samples in purpose-made packaging. The design required capturing the brand essence of a century old family business while maintaining a premium, and accessible, experience.

Store display, Mariani Packing Co.



Mariani POS displays:

The Simply Dried display was designed to fit well into common produce section shelving. The height and structure of the top section allows for the display of either the Simply Dried Tubs or produce display, at the store's choosing.

Store display, Mariani Packing Co.



Mariani POS displays:

The Probiotic Single Serve displays were designed for placement in pharmacy sections of larger stores, expanding the reach of the Mariani brand.

The colorful displays offered both varieties available at launch. An option to ship the displays with an attached coupon pad proved beneficial for the initial launch.



Brochures & Sell Sheets, Mariani Packing Co.

PROBIOTIC FRUIT

6oz. Probiotic Cranberries

6oz. Probiotic Raisins

6oz. Probiotic Apricots

6oz. Probiotic Berries & Plums

7oz. Probiotic Prunes

14 Day Product Case Code	12 Day Product UPC	Pack Size	Item Desc.	Case Weight (Lbs.)	Case Dim. L x W x H	Pallet Config. T x B	Package Dim. L x W x H
10071002310001	071002310001	150/60	Probiotic Cranberries	4.50	5.00	15.00	5.00 x 5.00 x 15.00
10071002310002	071002310002	150/60	Probiotic Raisins	4.50	5.00	15.00	5.00 x 5.00 x 15.00
10071002310003	071002310003	150/60	Probiotic Apricots	4.50	5.00	15.00	5.00 x 5.00 x 15.00
10071002310004	071002310004	150/60	Probiotic Berries & Plums	4.50	5.00	15.00	5.00 x 5.00 x 15.00
10071002310005	071002310005	150/60	Probiotic Prunes	4.50	5.00	15.00	5.00 x 5.00 x 15.00

ORGANIC FRUIT

4oz. Organic Cranberries

4oz. Organic Mango

8oz. Organic Pitted Dates

5oz. Organic Malaya Apricots

14 Day Product Case Code	12 Day Product UPC	Pack Size	Item Desc.	Case Weight (Lbs.)	Case Dim. L x W x H	Pallet Config. T x B	Package Dim. L x W x H
10071002310006	071002310006	150/60	Organic Cranberries	4.50	5.00	15.00	5.00 x 5.00 x 15.00
10071002310007	071002310007	150/60	Organic Mango	4.50	5.00	15.00	5.00 x 5.00 x 15.00
10071002310008	071002310008	150/60	Organic Pitted Dates	4.50	5.00	15.00	5.00 x 5.00 x 15.00
10071002310009	071002310009	150/60	Organic Malaya Apricots	4.50	5.00	15.00	5.00 x 5.00 x 15.00

DATES

8oz. Chopped Dates

8oz. Pitted Dates

10oz. Chopped Dates Cup

10oz. Pitted Dates Cup

13oz. Whole Dates Cup

14 Day Product Case Code	12 Day Product UPC	Pack Size	Item Desc.	Case Weight (Lbs.)	Case Dim. L x W x H	Pallet Config. T x B	Package Dim. L x W x H
10071002310010	071002310010	150/60	Chopped Dates	4.50	5.00	15.00	5.00 x 5.00 x 15.00
10071002310011	071002310011	150/60	Pitted Dates	4.50	5.00	15.00	5.00 x 5.00 x 15.00
10071002310012	071002310012	150/60	Chopped Dates Cup	4.50	5.00	15.00	5.00 x 5.00 x 15.00
10071002310013	071002310013	150/60	Pitted Dates Cup	4.50	5.00	15.00	5.00 x 5.00 x 15.00
10071002310014	071002310014	150/60	Whole Dates Cup	4.50	5.00	15.00	5.00 x 5.00 x 15.00

CARTONS

6-1.5oz. Cranberries

6-1.5oz. Raisins

14 Day Product Case Code	12 Day Product UPC	Pack Size	Item Desc.	Case Weight (Lbs.)	Case Dim. L x W x H	Pallet Config. T x B	Package Dim. L x W x H
10071002310015	071002310015	150/60	6-1.5oz. Cranberries	4.50	5.00	15.00	5.00 x 5.00 x 15.00
10071002310016	071002310016	150/60	6-1.5oz. Raisins	4.50	5.00	15.00	5.00 x 5.00 x 15.00

Mariani Packing Co., Inc.
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17074522800
www.mariani.com

Visit us on the Web! www.mariani.com
Products - Recipes - Promotions - More

Facebook, Pinterest, Instagram, Twitter icons

Fall 2018

Mariani PREMIUM

Premium Dried Fruit RETAIL PRODUCT CATALOG FALL 2018

FROM OUR FAMILY TO YOURS
Since 1906

14 Day Product Case Code	12 Day Product UPC	Pack Size	Item Desc.	Case Weight (Lbs.)	Case Dim. L x W x H	Pallet Config. T x B	Package Dim. L x W x H
10071002310017	071002310017	150/60	Probiotic Apricots	4.50	5.00	15.00	5.00 x 5.00 x 15.00
10071002310018	071002310018	150/60	Probiotic Berries & Plums	4.50	5.00	15.00	5.00 x 5.00 x 15.00
10071002310019	071002310019	150/60	Probiotic Prunes	4.50	5.00	15.00	5.00 x 5.00 x 15.00
10071002310020	071002310020	150/60	Probiotic Cranberries	4.50	5.00	15.00	5.00 x 5.00 x 15.00
10071002310021	071002310021	150/60	Probiotic Raisins	4.50	5.00	15.00	5.00 x 5.00 x 15.00

BERRIES

5oz. Cranberries

10oz. Cranberries

3.5oz. Wild Blueberries

5oz. Cherries

14 Day Product Case Code	12 Day Product UPC	Pack Size	Item Desc.	Case Weight (Lbs.)	Case Dim. L x W x H	Pallet Config. T x B	Package Dim. L x W x H
10071002310022	071002310022	150/60	5oz. Cranberries	4.50	5.00	15.00	5.00 x 5.00 x 15.00
10071002310023	071002310023	150/60	10oz. Cranberries	4.50	5.00	15.00	5.00 x 5.00 x 15.00
10071002310024	071002310024	150/60	3.5oz. Wild Blueberries	4.50	5.00	15.00	5.00 x 5.00 x 15.00
10071002310025	071002310025	150/60	5oz. Cherries	4.50	5.00	15.00	5.00 x 5.00 x 15.00

TROPICALS

4oz. No Sugar Added Mango

4oz. Philippine Mango

4oz. Thailand Mango

14 Day Product Case Code	12 Day Product UPC	Pack Size	Item Desc.	Case Weight (Lbs.)	Case Dim. L x W x H	Pallet Config. T x B	Package Dim. L x W x H
10071002310026	071002310026	150/60	4oz. No Sugar Added Mango	4.50	5.00	15.00	5.00 x 5.00 x 15.00
10071002310027	071002310027	150/60	4oz. Philippine Mango	4.50	5.00	15.00	5.00 x 5.00 x 15.00
10071002310028	071002310028	150/60	4oz. Thailand Mango	4.50	5.00	15.00	5.00 x 5.00 x 15.00

6oz. Crystallized Ginger

5oz. Dried Coconut

6oz. Tropical Pineapple

6oz. Banana Chips

14 Day Product Case Code	12 Day Product UPC	Pack Size	Item Desc.	Case Weight (Lbs.)	Case Dim. L x W x H	Pallet Config. T x B	Package Dim. L x W x H
10071002310029	071002310029	150/60	6oz. Crystallized Ginger	4.50	5.00	15.00	5.00 x 5.00 x 15.00
10071002310030	071002310030	150/60	5oz. Dried Coconut	4.50	5.00	15.00	5.00 x 5.00 x 15.00
10071002310031	071002310031	150/60	6oz. Tropical Pineapple	4.50	5.00	15.00	5.00 x 5.00 x 15.00
10071002310032	071002310032	150/60	6oz. Banana Chips	4.50	5.00	15.00	5.00 x 5.00 x 15.00

CLUB SIZE

1 lb. VALUE SIZE Organic Mango

1 lb. VALUE SIZE No Sugar Added Mango

14 Day Product Case Code	12 Day Product UPC	Pack Size	Item Desc.	Case Weight (Lbs.)	Case Dim. L x W x H	Pallet Config. T x B	Package Dim. L x W x H
10071002310033	071002310033	150/60	1 lb. VALUE SIZE Organic Mango	4.50	5.00	15.00	5.00 x 5.00 x 15.00
10071002310034	071002310034	150/60	1 lb. VALUE SIZE No Sugar Added Mango	4.50	5.00	15.00	5.00 x 5.00 x 15.00

30oz. Cranberries

36oz. Pitted Dried Prunes

40oz. Mediterranean Apricots

14 Day Product Case Code	12 Day Product UPC	Pack Size	Item Desc.	Case Weight (Lbs.)	Case Dim. L x W x H	Pallet Config. T x B	Package Dim. L x W x H
10071002310035	071002310035	150/60	30oz. Cranberries	4.50	5.00	15.00	5.00 x 5.00 x 15.00
10071002310036	071002310036	150/60	36oz. Pitted Dried Prunes	4.50	5.00	15.00	5.00 x 5.00 x 15.00
10071002310037	071002310037	150/60	40oz. Mediterranean Apricots	4.50	5.00	15.00	5.00 x 5.00 x 15.00

40oz. Pitted Dates

32oz. Mixed Fruit

40oz. Raisins

14 Day Product Case Code	12 Day Product UPC	Pack Size	Item Desc.	Case Weight (Lbs.)	Case Dim. L x W x H	Pallet Config. T x B	Package Dim. L x W x H
10071002310038	071002310038	150/60	40oz. Pitted Dates	4.50	5.00	15.00	5.00 x 5.00 x 15.00
10071002310039	071002310039	150/60	32oz. Mixed Fruit	4.50	5.00	15.00	5.00 x 5.00 x 15.00
10071002310040	071002310040	150/60	40oz. Raisins	4.50	5.00	15.00	5.00 x 5.00 x 15.00

Top: Outside and inside of a tri-fold brochure used as a product line catalog.

Right: 3 sell sheets developed for trade shows and sales calls.

These items were developed alongside our Brand manager and our Regional Sales Managers, to help them in the field.

PERFECT PARTNERS

in Achieving Overall Wellness

Probiotic Prunes

- Good source of Fiber
- Antioxidant Vitamins A & E
- Vitamins B6, B12 & Iron

Probiotic Apricots

- Good source of Fiber
- Good source of Vitamin E
- Good source of Potassium

Probiotic Berries & Plums

- No High-fructose corn syrup
- Fat Free - Cholesterol Free
- Sodium Free

COMING IN 2019!

SUPPORTS better gut health

Mariani SIMPLY FRUIT

Dried Mango

Available in retail and club bag sizes!

ATAULFO

Sweet, juicy, mango with green, sweet flesh, green in color.

KEITT

Green mango with pink, sometimes, juicy, sweet flesh, green in color.

KENT

Mango with dark green and reddish, sometimes, juicy, sweet flesh, green in color.

100% FRUIT

Nothing is added, it's just Mango.

1 SIMPLE INGREDIENT

Don't want ingredients list for every bag.

NO ADDED SUGAR

It's naturally sweet!

FAT FREE

A natural benefit.

NO PRESERVATIVES

Simply dried.

GLUTEN FREE

A great snack for sensitive eaters.

Mariani Packing Co., Inc. • 500 Crocker Drive, Vacaville, California 95688 • (707) 452-2800 • www.mariani.com

Organic by Mariani Naturally

Fat Free, Cholesterol Free & Gluten Free

NOTHING ADDED
No added sugar
No preservatives

USDA ORGANIC

UNSULFURED MANGO

GROWN IN California and Tunisia

DIGLET NOOR PITTED DATES

GROWN IN Malaysia Region, Turkey

MALAYA APRICOTS

GROWN IN Malaysia Region, Turkey

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Package design, E-filliate, inc.



A sample of the many package iterations produced for E-filliate.

Above: Small bluetooth speaker concept.

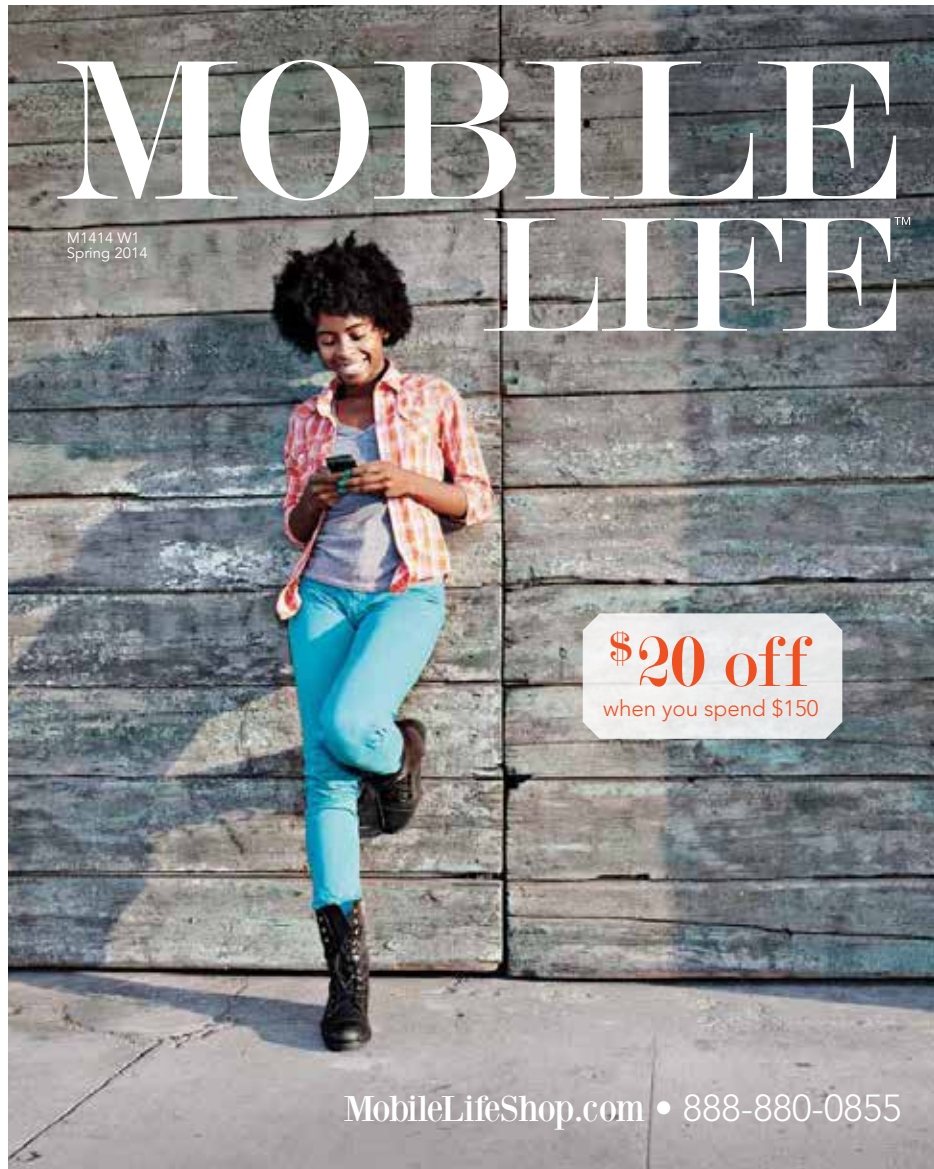
Top Center: Production package for a phone case.

Top Right: Two production packages for the Kathy Ireland CONNECT line of accessories.

Bottom Left: production package for a licensed lightning cable.

Bottom Right: package and shipper concept for a no-name product line.

Mobile Life Catalog, E-filiate, inc.



MOBILE LIFE™

M1414 W1
Spring 2014

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Ideas we love
track your fitness

Monitor heart health with Pulse

Wings Health Mate
Pulse captures steps, burned calories, elevation climbed and distance traveled.
Pulse Activity Sleep & Heart Monitor \$99.95

Sync wirelessly
Using the free Wings Health Mate App (iOS & Android)

Check your heart rate
The back-mounted sensor reads your pulse and the results are displayed on the screen.

Track your sleep cycle
Place the Wings Pulse in the included sleep wristband and launch the sleep cycle analysis.

Health Mate works with all the Wings items shown on these pages.

Scan the speaker
With the Mobile Life Insight app to learn more about the items in your home.

Water-resistant and shock-absorbent, the palm-sized Braven BRV-1 wants to give you in the backcountry, on trails and beaches, or anywhere else your journey takes you. Up to 12 hours of wireless playback and built-in speakerphone ability makes it worthy of bringing along. It can also charge your phone or tablet from a built-in power bank.

Uncrew the cap on the back to reveal a USB power-out port and a 3.5mm audio-in port

Connects via Bluetooth for wireless playback within 150 feet of your phone or tablet

Ideas we love
Tripods that go anywhere

Mini Magnetic GorillaPod holds your camera or phone for amazing shots

Legs are about 2" long

GPd Mini Magnetic
\$14.95

Combine with the GripTight Mount (page 13) for amazing smartphone versatility

Flexible GorillaPod Magnetic Tripod grips for great shots

With super-strong magnets in the feet, the Flexible GorillaPod Magnetic Tripod can be positioned on any magnetic surface. On a car, on a table, on a fridge. And the perfect surface whenever your travels take you! When metal surfaces are scarce, you can still wrap the gripping tripod legs around tree limbs, fence posts, chair legs and more.

Legs are about 4 1/2" long

GorillaPod Magnetic Tripod
\$24.95

Wireless BRV-1 craves outdoor adventure

Scan the speaker
With the Mobile Life Insight app to learn more about the items in your home.

Water-resistant and shock-absorbent, the palm-sized Braven BRV-1 wants to give you in the backcountry, on trails and beaches, or anywhere else your journey takes you. Up to 12 hours of wireless playback and built-in speakerphone ability makes it worthy of bringing along. It can also charge your phone or tablet from a built-in power bank.

Uncrew the cap on the back to reveal a USB power-out port and a 3.5mm audio-in port

Connects via Bluetooth for wireless playback within 150 feet of your phone or tablet

MOBILE LIFE

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kathy ireland® CONNECT

MOBILE LIFE insight

Whenever you use the ML icon in this book, use the app's built-in scanner to instantly unlock special content. You'll find behind-the-scenes articles, how-to videos, photo galleries, reader-submitted content, and more.

AVAILABLE FREE FROM

Starting on page 62, you'll see the entire line of cases, cables, chargers and more for your iPhone or Galaxy S phone.

Available on the Google Play Store and the App Store

Mobile Life began as a new catalog, and enjoyed large mailings and better than expected response, driving traffic to the newly minted companion website. I was the lead designer of the catalog, the brand and its initial website.