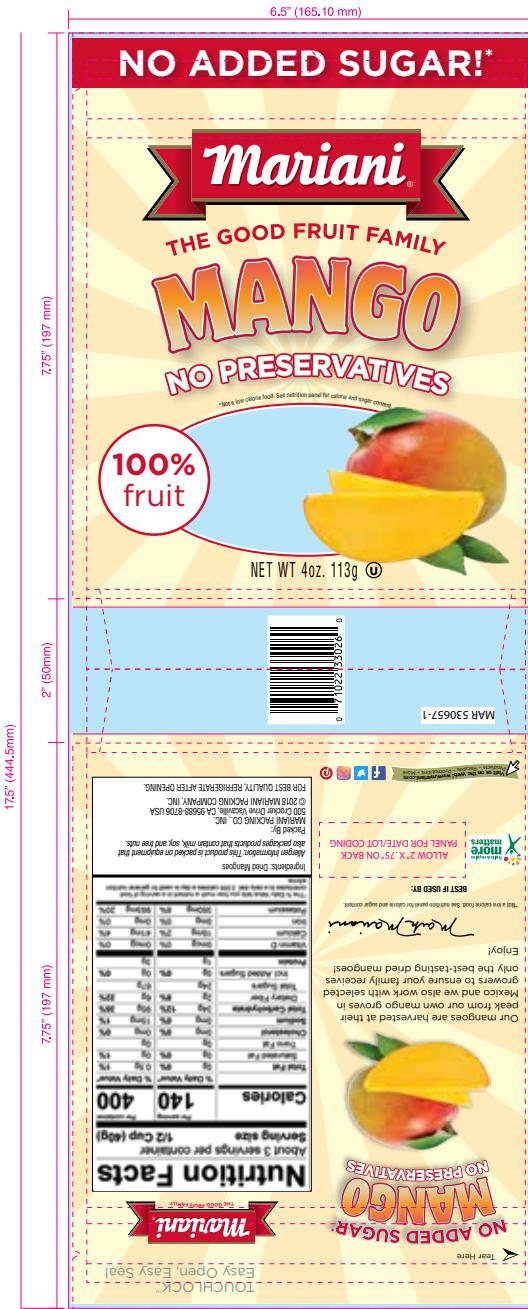


Avery King



Graphic design

# Package design, Mariani Packing Co.

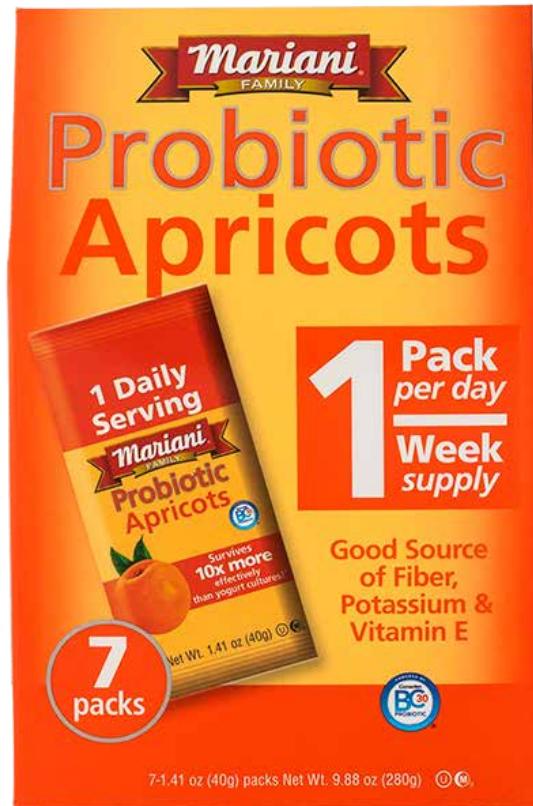


When Mariani Packing Co. decided to begin packing delicious unsweetened mango from under-served areas of Mexico, they needed a package that reflected their established brand styles yet evoked a fresh approach in the market.

I developed this package working with our Director of Marketing and the CEO, taking it from initial concept to press ready in a very short time.

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.

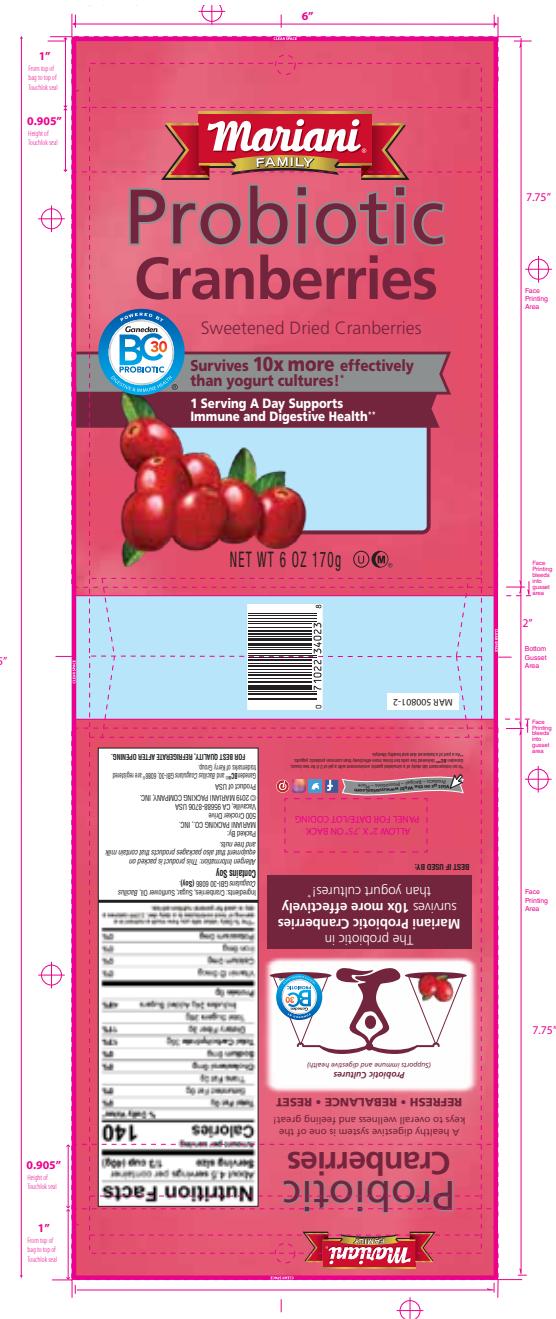
# Package design, Mariani Packing Co.



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.



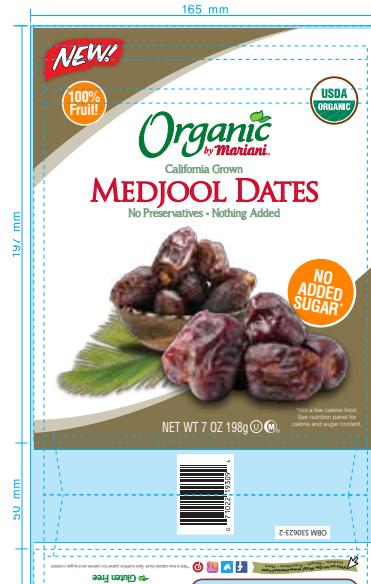
Organic by Mariani was developed as a brand before my tenure with the company, with club stores in mind. Responding to market demands, I refined the deglet noor packaging to highlight the California origins of the fruit while retaining the established design standards.

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 lead 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.

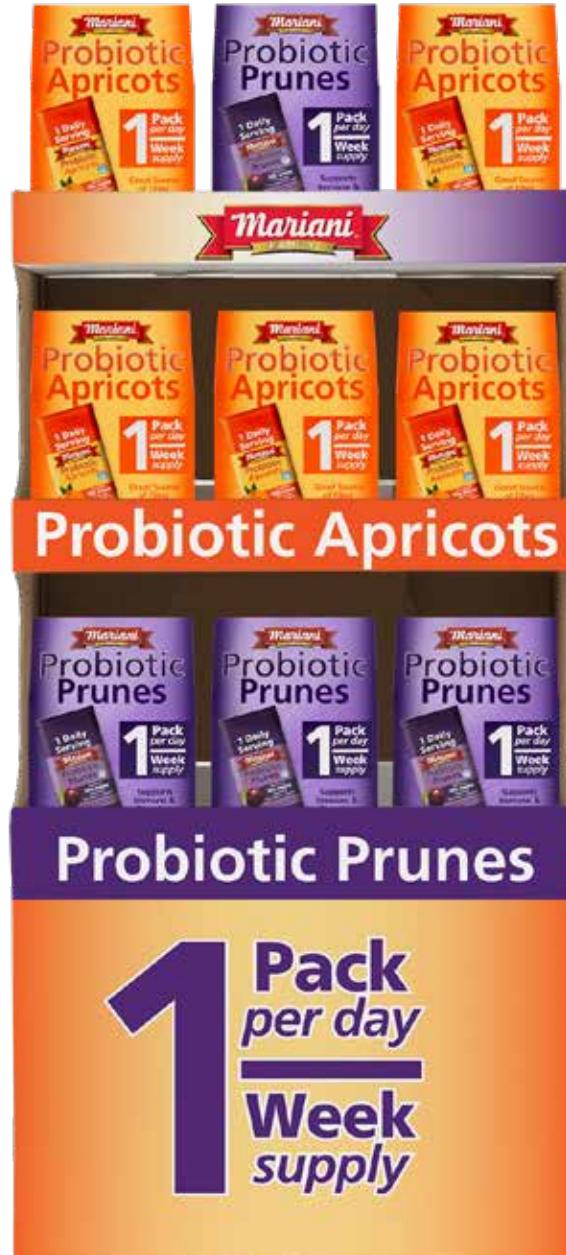
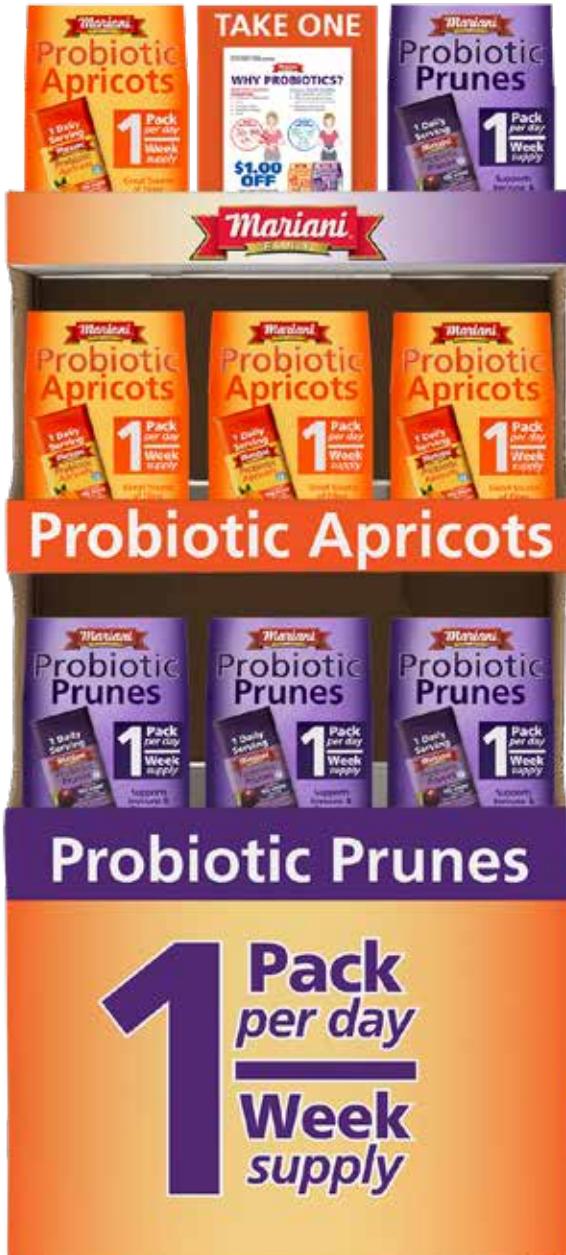
# Store display, Mariani Packing Co.



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.



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.



# Package design, E-filiate, inc.



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

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.

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**Wireless BRV-1 craves outdoor adventure**

**BRV-1**

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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.

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