

# Church & Dwight 175oz Detergent

Design • Develop • Determine • Deliver

## Our Advantage - Live Design Session

Working alongside the customer, a live design session can help to quickly reach a packaging solution. We are able to develop ideas, make necessary design changes, and build prototypes.

Through using this type of interactive session with Church & Dwight we were able to transform the design to meet a very specific set of criteria. As we made changes like modifying the label panel, maintaining the handle ergonomics, and matching a specific height, we were able to verify with the customer as they were completed and get their approval. At the end of the session the customer had a nearly completed design.



Previous



ReDesign