



**PROPOSED PRIVATE LABEL
PACKAGE DESIGN**



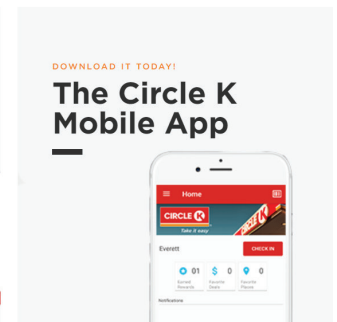
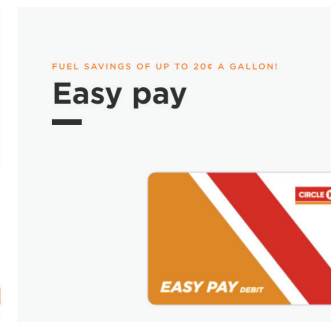
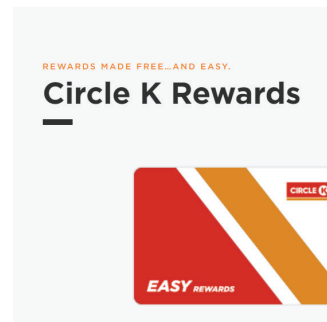
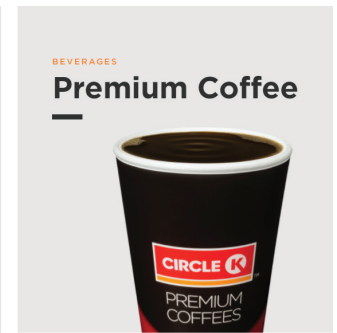
MARKET RESEARCH

- Clean, White, Minimalistic Design
- Clear Product Heading and Call Out
- Enclosed Package with Images and Icons



MARKET RESEARCH

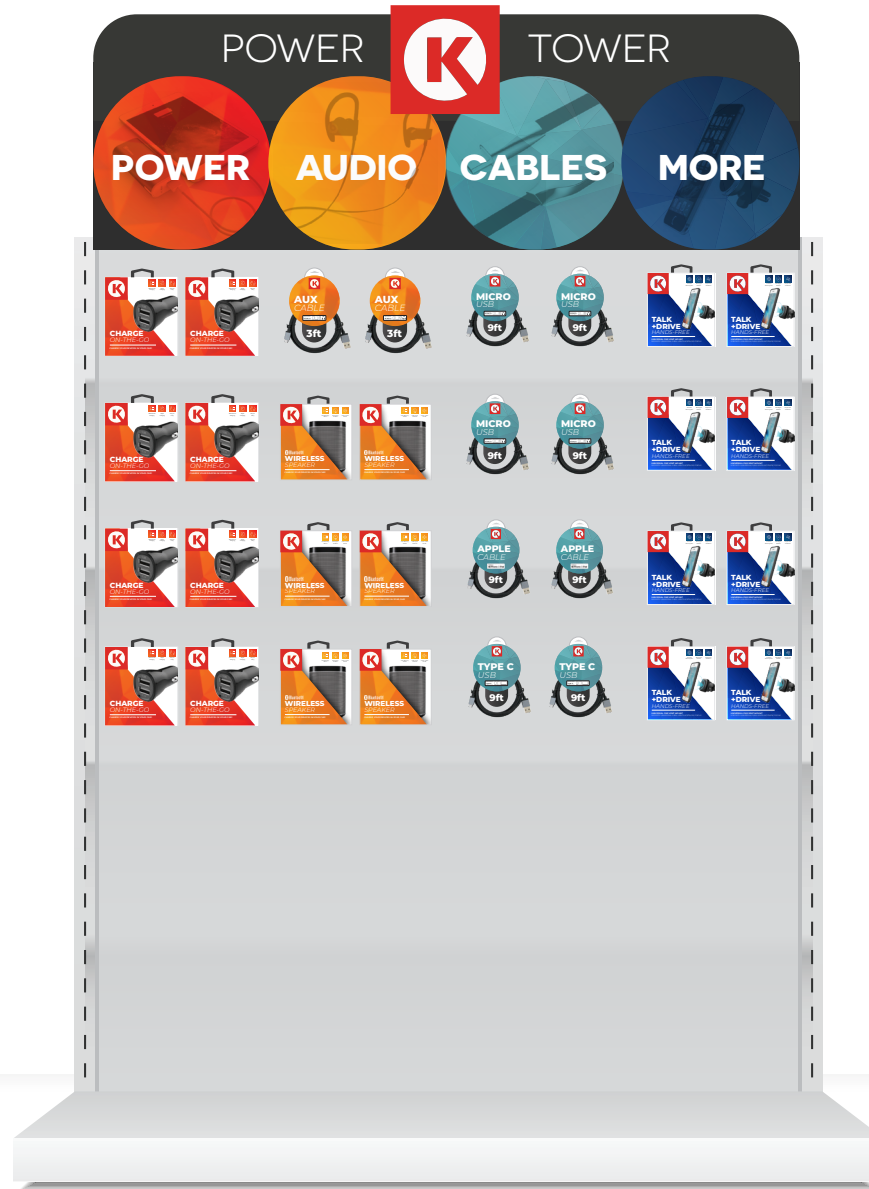
- Clean, White, Minimalistic Design
- Clear Product Heading and Call Out
- Small Windows with Clear Plastic Molds



DESIGN INSPIRATION

- Clean, White, Minimalistic Design
- Clear Product Heading and Call Out
- Small Windows with Clear Plastic Molds

**SMART
CLEAN
STUNNING**



SHOW-STOPPING DISPLAY

- Beautiful Color Paired with Clean Design
- Easy, Consumer Shopping Experience
- Consistent yet Engaging Packaging Options



EASY-TO-READ HEADER

- Easy Shop Electronic Categories By Color
- Instant Brand Recognition
- Supportive Product Images with “More” Section for Easy Product Testing



PRIVATE LABEL LINE

- Stunning Color Pallete with Brand Recognition
- Clear, Directive Product Title Descriptors
- Easy Read Feature Icon Product Callouts



ENGAGING ON ALL SIDES

- Cohesive Color Category Design Across Package
- Category Callouts on Side of Package
- Highlighting Circle K Favorites



FRONT



BACK

ENCLOSED PRODUCT

- Descriptive Images of Product and Subheadlines
- Supportive Images and Iconography
- High Contrast Between Front and Back



FRONT



BACK

WINDOW PRODUCT

- Interesting Window with Diagonal Angle
- Supportive Images and Iconography on Back
- See Distinct Detail of Product in Window



FRONT



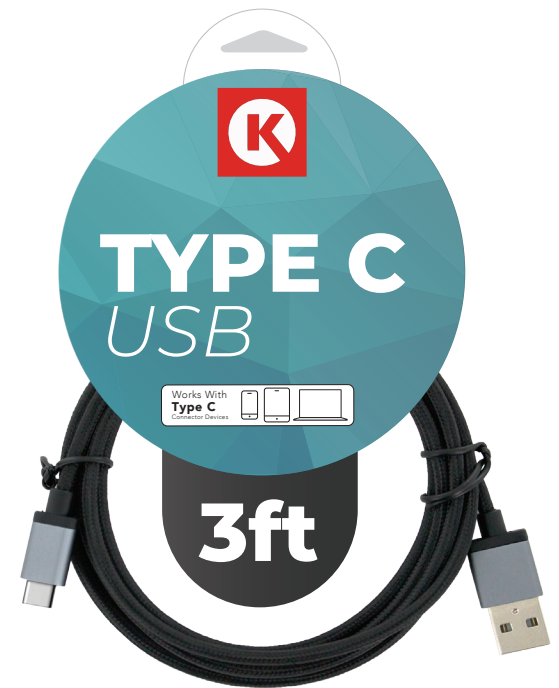
BACK



SIDE

EXPOSED CABLE CARD

- Distinct Cable Length Call Out
- “Works With” and Connector View for Easy Shopping
- Entices Interaction with Product



EXPOSED CABLES

- Large Cable Titles
- Card is Durable and Sparks Interest
- Consumers Can Try out Cable Tip on Their Devices



FRONT



BACK

BILINGUAL

- Bilingual Design Adds to Value of Product
- Communicate Features and Callouts with Universal Imagery and Iconography
- Information Hierarchy on Front and Back



FRONT



BACK



WORK GLOVE

- Extending Private Branding to Other Product Categories like Work Gloves
- Communicate Features and Callouts with Universal Imagery and Iconography
- "Try Them On" Invites Consumers to Interact with Gloves