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B A T Z N E R
PACKAGING / PRODUCT DEVELOPMENT

Challenge

Performance

Led by consumer demand and evolving technologies, today's luxury fragrance and skin care market is continually – and rapidly – evolving with new products and product forms. Ongoing innovation is driven by the need to differentiate products based on specific lifestyles and individual preferences, as consumers of all ages strive to look and feel good. Batzner's clientel demand high performance products, that are easy to use, enhance daily routines, save time, and reduce stress. To meet their client needs, Batzner decided to create one-off pieces of their most popular raw materials. However, many of the current packaging structures have significant limitations in accordance to how they can be utilized both as product as well as display. My job became one of deciding part to whole - how to create a singular package that when used together could function as a highly developed exciting yet quiet environmental display.

Process

Form / Structure / Display

In order to communicate that Batzners personal care products offer flexibility and the potential for imagination and ingenuity Batzner commissioned me to develop a product based solution that would create a complete sensory experience – through formulation, application, feel / texture, fragrance, appearance and color, as well as environmental in-house displays. Batzners keypoints to innovation have always been based upon structure and sensory effect - physical appearance is one of the most important aspects of these highly differentiated limited edition products.

In addition to whats 'in the box' the structural properties of the package offer a range of multi-functional keypoints that can enhance performance and consumers' sensory experience within handling the package. Imparting a dry, smooth skin feel, perceived moisturization and emolliency without tackiness. Visual characteristics such as matte or shine are controlled by formulation ratios applied to the outside of the packaging materials.

Result

Form / Structure / Display

A package which implements the use of versatile materials in order to communicate products function and overall effect on the body. Applied film formers deliver active ingredients or fragrance, provide hair styling benefits, or enhance long-lasting color in make-up. These material treatments provide unique aesthetics and an exciting way to connect to the consumer on an emotional and tactile level.