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## RENPURE ORGANICS

For their return to the haircare marketplace Redmond Products (known to many as the white-robed family behind the Aussie brand) wanted to make an impact... to create a revolutionary haircare brand with a package to match. Studio One Eleven's work with the Redmonds included developing a positioning platform, creating a visual identity and branding system, and designing and engineering a custom bottle and dispensing closure.

From white board to shelf, Berlin Packaging's turn-key business model afforded the Redmonds with the best of all worlds: a robust extendable brand platform, a unique hand-crafted brand identity, and patented structural packaging system, decorated, warehoused and JIT delivered. A unique business model for a unique client and a win-win for all involved!

Integrating leading-edge design and marketing acumen with over 100 years of manufacturing and distribution expertise, Studio One Eleven is your true one-stop-shop for branding and packaging innovation.

As a division of Berlin Packaging, our business model distinguishes itself from others by virtue of our foundation in manufacturing and fulfillment. Our vested interest is in bringing your branding initiative from concept to market; NOT in providing you with visualizations of impractical or unmanufacturable "concepts".

Our team averages 13+ years' experience in consumer goods packaging development on 3 continents with such firms/brands as Coca-Cola, Colgate-Palmolive, Courvoisier, Exxon Mobil, Johnson & Johnson, Medtronic, Nestle', Seargeant's, and SAB Miller.

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