



TOUCHPOINT PACKAGING

Design development

01 Background

02 Task

03 Design Concepts

04 Overview

01 BACKGROUND

BACKGROUND

Current packaging design



CLEAR & SIMPLE

Layout principle



GOOD VISIBILITY

Hilti Store &
construction site



**LESS
DIFFERENTIATING**
Competitors

BACKGROUND

Current packaging design



PRODUCT FIT

Hilti products

DISCREPANCY

New corporate design

VARIATIONS IN QUALITY

Implementation

02 TASK

**Criteria for the new
packaging design concept**

During the course of the corporate design development, the existing packaging design needs to be aligned.

In a first step, design scenarios will be developed to examine different design directions based on the corporate or product design.

Functional changes of the packaging should not be considered at the moment.

The packaging portfolio will be adapted to the new corporate design under the following aspects:

Adaptation of new corporate design principle to packaging design

Harmonisation of the new packaging design and new Hilti Store concept

Optimisation of packaging design with regard to visibility on construction site and susceptibility to dirt

The packaging portfolio will be adapted to the new corporate design under the following aspects:

Better differentiation (competition)

Fit to Hilti product design and product language

Higher efficiency with regard to implementation

03 DESIGN CONCEPTS

DESIGN SCENARIOS

Conceptual design directions.

1. BASIS CORPORATE DESIGN

Design concept derived from the corporate design guidelines

CRITERIA

- Corporate design fit
- Consistent derivation of corporate design principles to Hilti packaging
- Keeping current realisation settings, e.g. 3 colors max.

2. PRODUCT DESIGN & TOOLBOX

Design concept based on iconic assets such as Hilti Face and Hilti Toolbox

CRITERIA

- Product design fit
- Fit to Hilti Toolbox
- Keeping current realisation settings, e.g. 3 colors max.

3. SYSTEM SOLUTION

Technical touchpoints

CRITERIA

- Maximum cost savings
- Brand fit
- Keeping current realisation settings, e.g. 3 colors max.

BASIS CORPORATE DESIGN

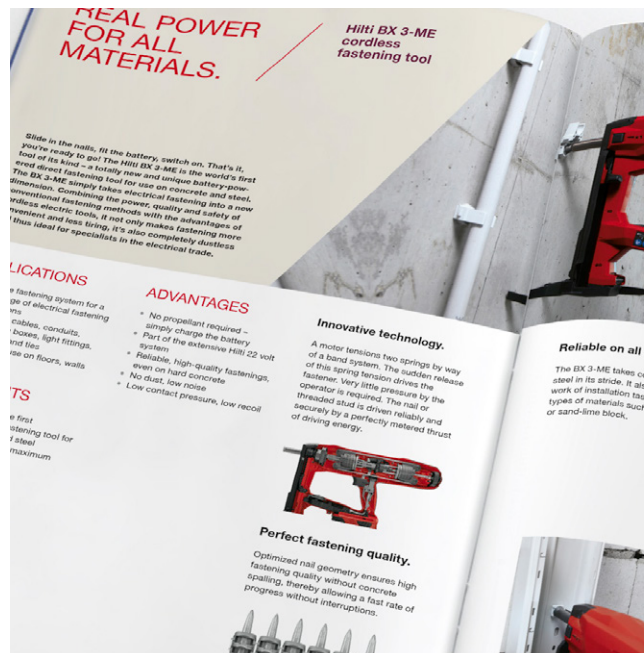
Design 01

BASIS CORPORATE DESIGN.

Design 01. Derivation.

DESIGN PRINCIPLE

- Dynamic surface: left aligned to format and placed at an angle of 30°, serves as text area for head- and sublines
- Logo positioning: top left
- Size of headline is approximately twice as large as the subtitle size
- Main color Hilti Red: it should be only applied in a strategic way



BASIS CORPORATE DESIGN.

Design 01.

Evolutionary development of corporate design principles

1. STEP

- complete consistency
- color code background: White & 20% Steel



2. STEP

- light variation of color code
- color code background: White & Warm Concrete



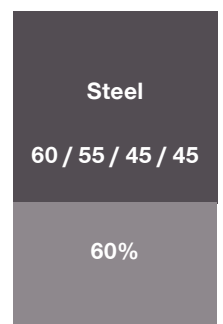
3. STEP

- light variation of color code
- color code background: White & 60% Steel



BASIS CORPORATE DESIGN.

Design 01. Module Packaging 100%.



BASIS CORPORATE DESIGN.

Design 01. Module Packaging – Perspective View.



Module Packaging

BASIS CORPORATE DESIGN.

Design 01. Tool Packaging 50%.



BASIS CORPORATE DESIGN.

Design 01. Tool Packaging 50% – with Product Image.



BASIS CORPORATE DESIGN.

Design 01. Mechanical Anchor Packaging 50%.

ICONS WORK IN PROGRESS



BASIS CORPORATE DESIGN.

Design 01. Hexagon Packaging 70%.

ICONS WORK IN PROGRESS



BASIS CORPORATE DESIGN.

Design 01. Overview different formats.



Overview different formats

BASIS CORPORATE DESIGN.

Design 01. Comparison Competitors.



Comparison Competitors

BASIS CORPORATE DESIGN.

Design 01. Packaging with Product & Hilti Toolbox.



BASIS CORPORATE DESIGN.

Design 01. Construction Site.



Construction Site

BASIS CORPORATE DESIGN.

Design 01. POS – Hilti Store.



POS – Hilti Store

BASIS CORPORATE DESIGN.

Design 01. Comparison Status Quo.











Status Quo



Scenario 01 – Design 01

BASIS CORPORATE DESIGN.

Design 01. Conclusion – qualitative evaluation.

Brand fit	How well does the concept convey the brand promise?	
Corporate design fit	Consistent derivation of design principles	
Product design fit	Recognition of product design principles e.g. color, shape	
Differentiation vs. competition	How differentiating is the design concept?	
Visibility on construction site	Brand recognition on construction site	
Fit to Hilti Store concept	Visibility and block building in store	
Easy to implement	How applicable is the design concept for the users?	
Cost savings	How cost efficient is the design concept?	



BASIS CORPORATE DESIGN

Design 02

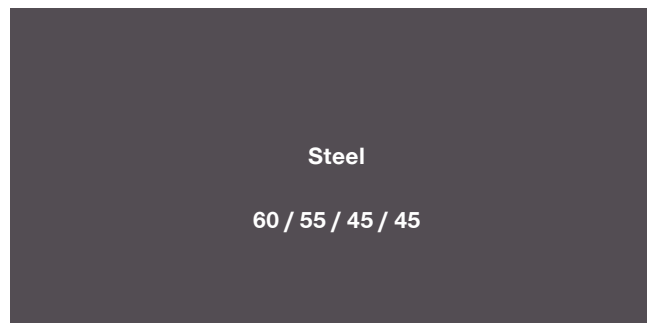
BASIS CORPORATE DESIGN.

Design 02. Derivation.

DESIGN PRINCIPLE

The concept is a combination of the corporate design principle with frame elements of the Hilti store.

- Dynamic surface: left aligned to format and placed at an angle of 30°
- Logo positioning: top left
- Expansion of color code: use of Hilti Steel as a main color
- Hilti Red applied as an accent color



BASIS CORPORATE DESIGN.

Design 02. Module Packaging 100%.



Steel

60 / 55 / 45 / 45

BASIS CORPORATE DESIGN.

Design 02. Module Packaging – Perspective View.



Module Packaging

BASIS CORPORATE DESIGN.

Design 02. Tool Packaging 50%.



BASIS CORPORATE DESIGN.

Design 02. Mechanical Anchor Packaging 50%.

ICONS WORK IN PROGRESS



BASIS CORPORATE DESIGN.

Design 02. Hexagon Packaging 70%.

ICONS WORK IN PROGRESS



BASIS CORPORATE DESIGN.

Design 02. Overview different formats.



Overview different formats

BASIS CORPORATE DESIGN.

Design 02. Comparison Competitors.



Comparison Competitors

BASIS CORPORATE DESIGN.

Design 02. Packaging with Product & Hilti Toolbox.



BASIS CORPORATE DESIGN.

Design 02. Construction Site.



Construction Site

BASIS CORPORATE DESIGN.

Design 02. POS – Hilti Store.



POS – Hilti Store

BASIS CORPORATE DESIGN.

Design 02. Comparison Status Quo.











Status Quo



Scenario 01 – Design 02

BASIS CORPORATE DESIGN.

Design 02. Conclusion – qualitative evaluation.

Brand fit	How well does the concept convey the brand promise?	
Corporate design fit	Consistent derivation of design principles	
Product design fit	Recognition of product design principles e.g. color, shape	
Differentiation vs. competition	How differentiating is the design concept?	
Visibility on construction site	Brand recognition on construction site	
Fit to Hilti Store concept	Visibility and block building in store	
Easy to implement	How applicable is the design concept for the users?	
Cost savings	How cost efficient is the design concept?	



BASIS CORPORATE DESIGN

Design 03

BASIS CORPORATE DESIGN.

Design 03. Derivation.

DESIGN PRINCIPLE

The concept is a combination of the corporate design principle with the plain color code of Hilti brand icons.

- Dynamic surface: left aligned to format and placed at an angle of 30°, serves as text area for head- and sublines
- Logo positioning: top left
- Size of headline is approximately twice as large as the subline size
- Expansion of color code: use of Hilti Red and warm concrete as main colors



Corporate design principle



Hilti store frame elements



Hilti brand icon color coding



BASIS CORPORATE DESIGN.

Design 03. Module Packaging 100%.



BASIS CORPORATE DESIGN.

Design 03. Module Packaging – Perspective View.



Module Packaging

BASIS CORPORATE DESIGN.

Design 03. Tool Packaging 50%.



BASIS CORPORATE DESIGN.

Design 03. Mechanical Anchor Packaging 50%.

ICONS WORK IN PROGRESS



BASIS CORPORATE DESIGN.

Design 03. Hexagon Packaging 70%.

ICONS WORK IN PROGRESS



BASIS CORPORATE DESIGN.

Design 03. Overview different formats.



Overview different formats

BASIS CORPORATE DESIGN.

Design 03. Comparison Competitors.



Comparison Competitors

BASIS CORPORATE DESIGN.

Design 03. Packaging with Product & Hilti Toolbox.



BASIS CORPORATE DESIGN.

Design 03. Construction Site.



Construction Site

BASIS CORPORATE DESIGN.

Design 03. POS – Hilti Store.



POS – Hilti Store

BASIS CORPORATE DESIGN.

Design 03. Comparison Status Quo.












Status Quo



Scenario 01 – Design 03

BASIS CORPORATE DESIGN.

Design 03. Conclusion – qualitative evaluation.

Brand fit	How well does the concept convey the brand promise?		
Corporate design fit	Consistent derivation of design principles		
Product design fit	Recognition of product design principles e.g. color, shape		
Differentiation vs. competition	How differentiating is the design concept?		
Visibility on construction site	Brand recognition on construction site		
Fit to Hilti Store concept	Visibility and block building in store		
Easy to implement	How applicable is the design concept for the users?		
Cost savings	How cost efficient is the design concept?		

BASIS PRODUCT AND TOOLBOX

Design 01

BASIS PRODUCT AND TOOLBOX.

Design 01. Derivation.

DESIGN PRINCIPLE

The concept takes up the principle of the Toolbox such as:

- Application of Hilti Logo on red surface
- Centered logo
- Quote of unique design structure (louvre design)
- Color code: major use of Hilti Red



BASIS PRODUCT AND TOOLBOX.

Design 01. Module Packaging 100%.



BASIS PRODUCT AND TOOLBOX.

Design 01. Module Packaging – Perspective View.



Module Packaging

BASIS PRODUCT AND TOOLBOX.

Design 01. Tool Packaging 50%.



BASIS PRODUCT AND TOOLBOX.

Design 01. Mechanical Anchor Packaging 50%.



BASIS PRODUCT AND TOOLBOX.

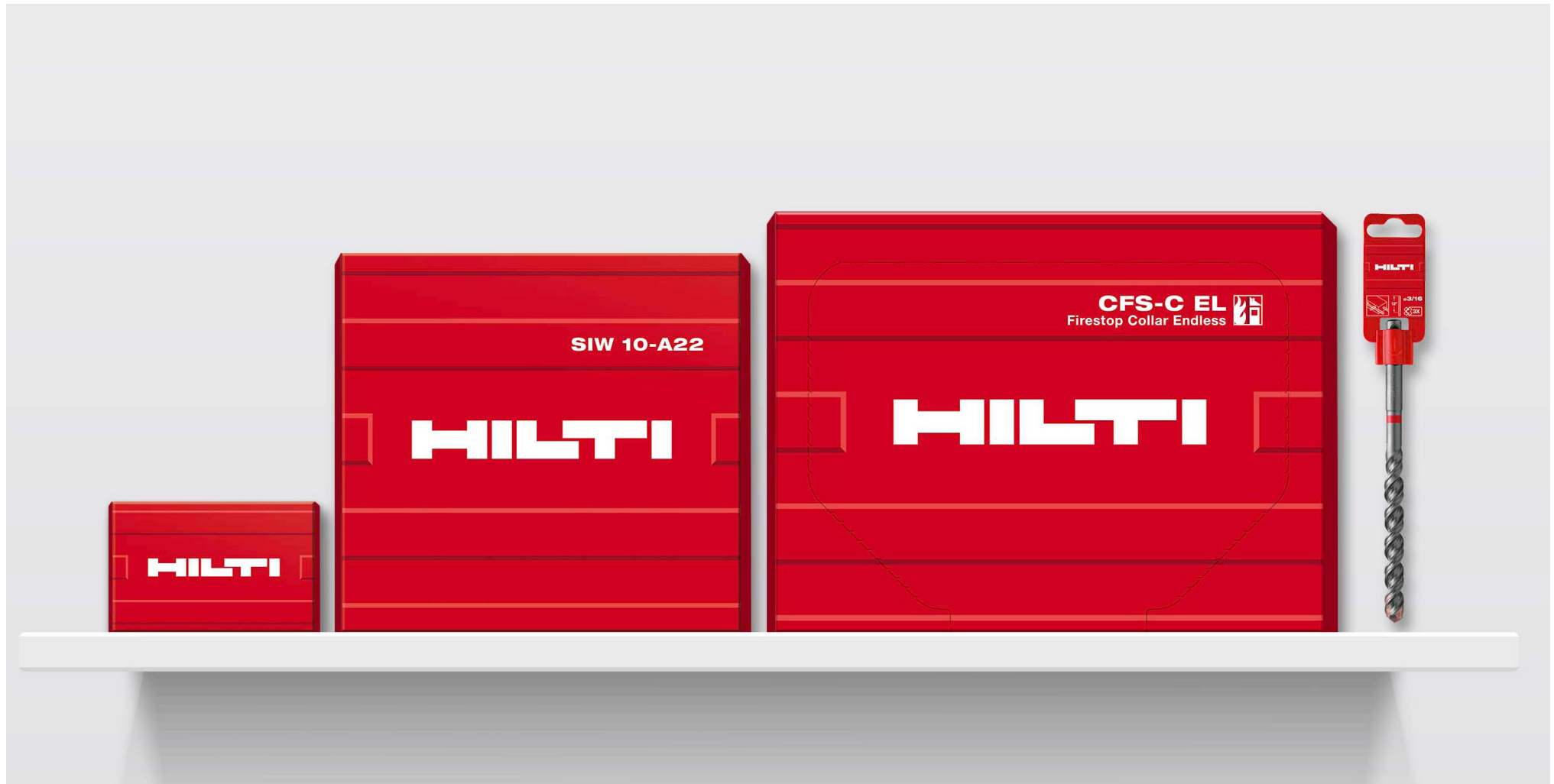
Design 01. Hexagon Packaging 70%.

ICONS WORK IN PROGRESS



BASIS PRODUCT AND TOOLBOX.

Design 01. Overview different formats.



Overview different formats

BASIS PRODUCT AND TOOLBOX.

Design 01. Comparison Competitors.



Comparison Competitors

BASIS PRODUCT AND TOOLBOX.

Design 01. Packaging with Product & Hilti Toolbox.



BASIS PRODUCT AND TOOLBOX.

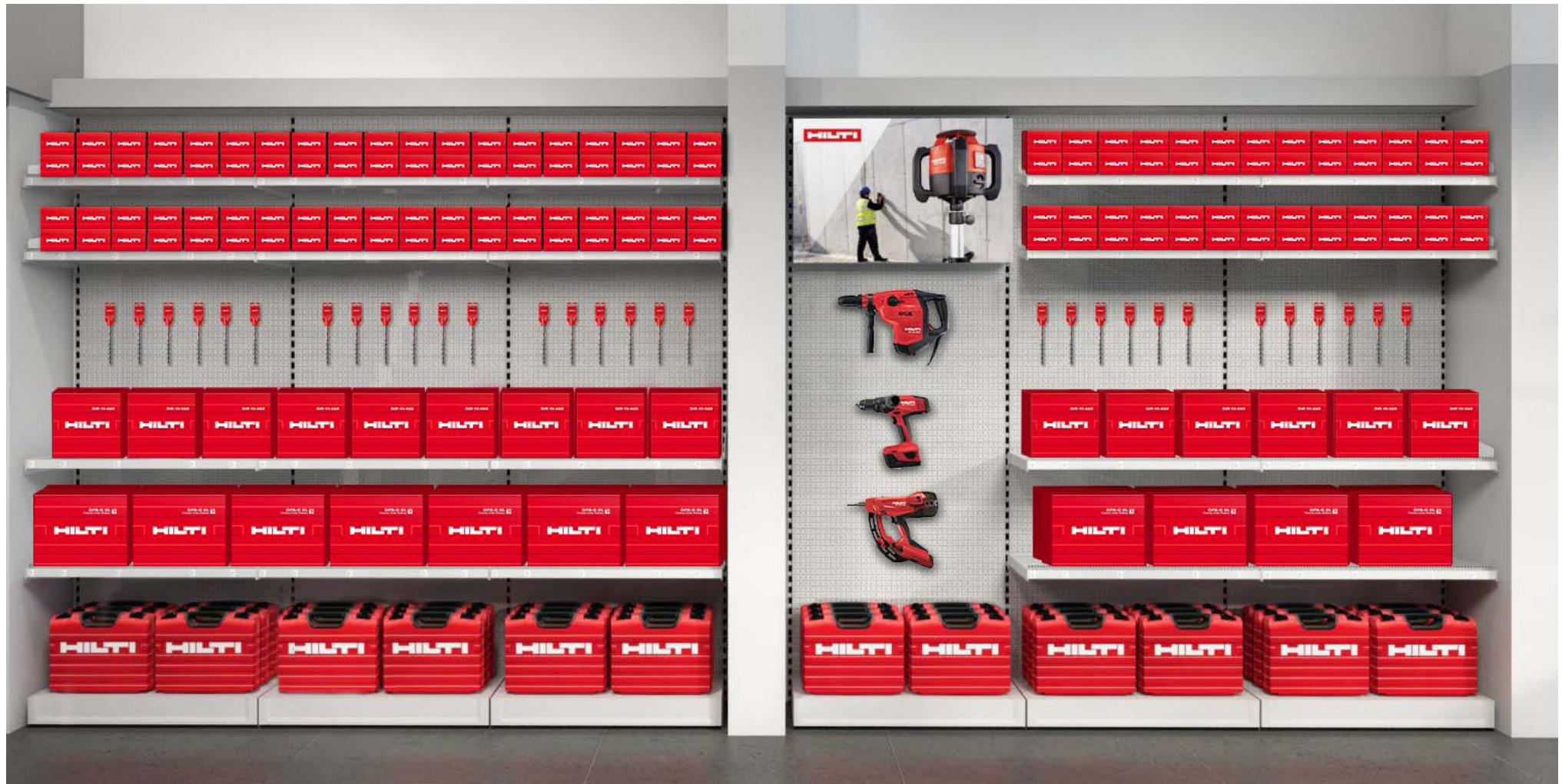
Design 01. Construction Site.



Construction Site

BASIS PRODUCT AND TOOLBOX.

Design 01. POS – Hilti Store.



POS – Hilti Store

BASIS PRODUCT AND TOOLBOX.

Design 01. Comparison Status Quo.












Status Quo



Scenario 02 – Design 01

BASIS PRODUCT AND TOOLBOX.

Design 01. Conclusion – qualitative evaluation.

Brand fit	How well does the concept convey the brand promise?		
Corporate design fit	Consistent derivation of design principles		
Product design fit	Recognition of product design principles e.g. color, shape		
Differentiation vs. competition	How differentiating is the design concept?		
Visibility on construction site	Brand recognition on construction site		
Fit to Hilti Store concept	Visibility and block building in store		
Easy to implement	How applicable is the design concept for the users?		
Cost savings	How cost efficient is the design concept?		

BASIS PRODUCT AND TOOLBOX

Design 02

BASIS PRODUCT AND TOOLBOX.

Design 02. Derivation.

DESIGN PRINCIPLE

The concept is based on the unique principle of the Hilti product language.

- Staging of Hilti Face: graphical visualisation of the unique facet design
- Taking up the significant combination of Hilti Logo and product name on power tools
- Application of Hilti Logo on red surface
- Color code: major use of Hilti Red and Hilti Black



BASIS PRODUCT AND TOOLBOX.

Design 02. Module Packaging 100%.



BASIS PRODUCT AND TOOLBOX.

Design 02. Module Packaging – Perspective View.



Module Packaging

BASIS PRODUCT AND TOOLBOX.

Design 02. Tool Packaging 50%.



BASIS PRODUCT AND TOOLBOX.

Design 02. Mechanical Anchor Packaging 50%.



BASIS PRODUCT AND TOOLBOX.

Design 02. Hexagon Packaging 70%.



BASIS PRODUCT AND TOOLBOX.

Design 02. Overview different formats.



Overview different formats

BASIS PRODUCT AND TOOLBOX.

Design 02. Comparison Competitors.



Comparison Competitors

BASIS PRODUCT AND TOOLBOX.

Design 02. Packaging with Product & Hilti Toolbox.



BASIS PRODUCT AND TOOLBOX.

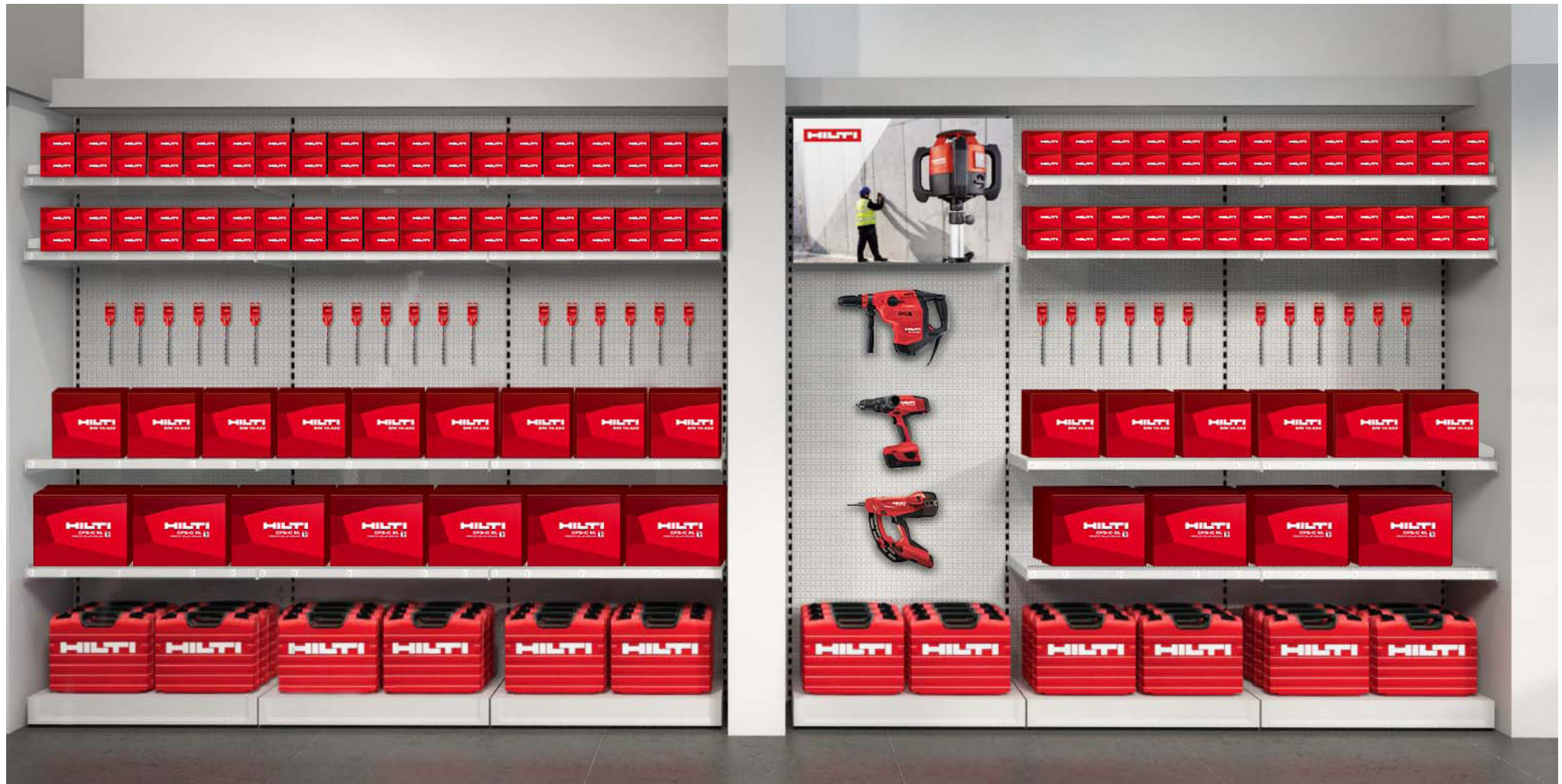
Design 02. Construction Site.



Construction Site

BASIS PRODUCT AND TOOLBOX.

Design 02. POS – Hilti Store.



POS – Hilti Store

BASIS PRODUCT AND TOOLBOX.

Design 02. Comparison Status Quo.











Status Quo



Scenario 02 – Design 02

BASIS PRODUCT AND TOOLBOX.

Design 02. Conclusion – qualitative evaluation.

Brand fit	How well does the concept convey the brand promise?	
Corporate design fit	Consistent derivation of design principles	
Product design fit	Recognition of product design principles e.g. color, shape	
Differentiation vs. competition	How differentiating is the design concept?	
Visibility on construction site	Brand recognition on construction site	
Fit to Hilti Store concept	Visibility and block building in store	
Easy to implement	How applicable is the design concept for the users?	
Cost savings	How cost efficient is the design concept?	



SYSTEM SOLUTION

SYSTEM SOLUTION

Random repeat printing.

For long-term cost savings we suggest as printing process **the random repeat printing**: Before the corrugated cardboard is cut into boxes, a background pattern is printed onto the cardboard, (displayed on every side of the box). Every box will be labeled with a branded label including product specific information afterwards.



Bosch automotive afterparts



Renault original parts

SYSTEM SOLUTION

Random repeat printing – Benefits.

Minimal work for final artwork department due to less number of artworks

Cost savings due to less printing colors especially for the tool packaging

Due to neutral box, reduced number of different format variants



Bosch automotive afterparts



Renault original parts

SYSTEM SOLUTION

Design 01

SYSTEM SOLUTION.

Design 01. Derivation.

DESIGN PRINCIPLE

Based on the unique Hilti product language, development of a seamless facet pattern

- Quote of Hilti Face
- Color code: major use of Hilti Red and Black
- Extensive sticker for logo and product name application



SYSTEM SOLUTION.

Design 01. Module Packaging 100%.



SYSTEM SOLUTION.

Design 01. Module Packaging – Perspective View.



Module Packaging

SYSTEM SOLUTION.

Design 01. Tool Packaging 50%.



SYSTEM SOLUTION.

Design 01. Mechanical Anchor Packaging 50%.



SYSTEM SOLUTION.

Design 01. Hexagon Packaging 70%.



SYSTEM SOLUTION.

Design 01. Overview different formats.



Overview different formats

SYSTEM SOLUTION.

Design 01. Comparison Competitors.



Comparison Competitors

SYSTEM SOLUTION.

Design 01. Packaging with Product & Hilti Toolbox.



SYSTEM SOLUTION.

Design 01. Construction Site.



Construction Site

SYSTEM SOLUTION.

Design 01. POS – Hilti Store.



POS – Hilti Store

SYSTEM SOLUTION.

Design 01. Comparison Status Quo.



Status Quo



Scenario 01 – Design 01

SYSTEM SOLUTION.

Design 01. Conclusion – qualitative evaluation.

Brand fit	How well does the concept convey the brand promise?	
Corporate design fit	Consistent derivation of design principles	
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Differentiation vs. competition	How differentiating is the design concept?	
Visibility on construction site	Brand recognition on construction site	
Fit to Hilti Store concept	Visibility and block building in store	
Easy to implement	How applicable is the design concept for the users?	
Cost savings	How cost efficient is the design concept?	



SYSTEM SOLUTION

Design 02

SYSTEM SOLUTION.

Design 02. Derivation.

DESIGN PRINCIPLE

Line of Difference as basic element for a seamless pattern design development

- Use of dynamic lines arranged with an angle of 30°
- Color code: use of Steel major color and Hilti Red as accent color



SYSTEM SOLUTION.

Design 02. Module Packaging 100%.



SYSTEM SOLUTION.

Design 02. Module Packaging – Perspective View.



Module Packaging

SYSTEM SOLUTION.

Design 02. Tool Packaging 50%.



SYSTEM SOLUTION.

Design 02. Mechanical Anchor Packaging 50%.



SYSTEM SOLUTION.

Design 02. Hexagon Packaging 70%.



SYSTEM SOLUTION.

Design 02. Overview different formats.



Overview different formats

SYSTEM SOLUTION.

Design 02. Comparison Competitors.



Comparison Competitors

SYSTEM SOLUTION.

Design 02. Packaging with Product & Hilti Toolbox.



SYSTEM SOLUTION.

Design 02. Construction Site.



Construction Site

SYSTEM SOLUTION.

Design 02. POS – Hilti Store.



POS – Hilti Store

SYSTEM SOLUTION.

Design 02. Comparison Status Quo.












Status Quo



Scenario 03 – Design 02

SYSTEM SOLUTION.

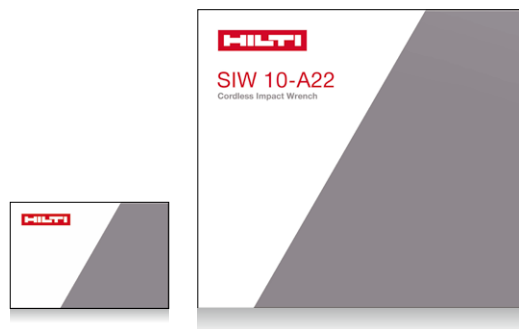
Design 02. Conclusion – qualitative evaluation.

Brand fit	How well does the concept convey the brand promise?		
Corporate design fit	Consistent derivation of design principles		
Product design fit	Recognition of product design principles e.g. color, shape		
Differentiation vs. competition	How differentiating is the design concept?		
Visibility on construction site	Brand recognition on construction site		
Fit to Hilti Store concept	Visibility and block building in store		
Easy to implement	How applicable is the design concept for the users?		
Cost savings	How cost efficient is the design concept?		

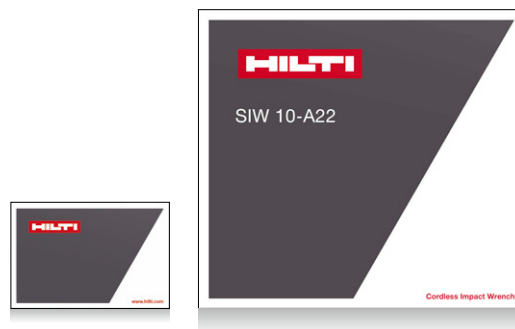
04 OVERVIEW

OVERVIEW.

Design scenarios.



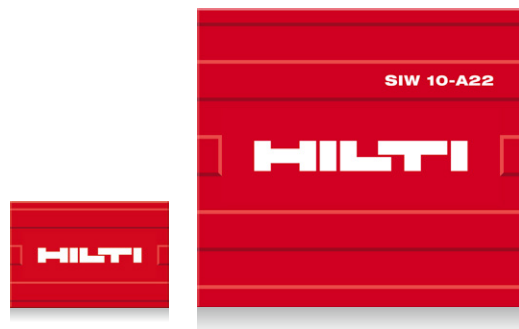
Scenario 01 – Design 01



Scenario 01 – Design 02



Scenario 01 – Design 03



Scenario 02 – Design 01



Scenario 02 – Design 02



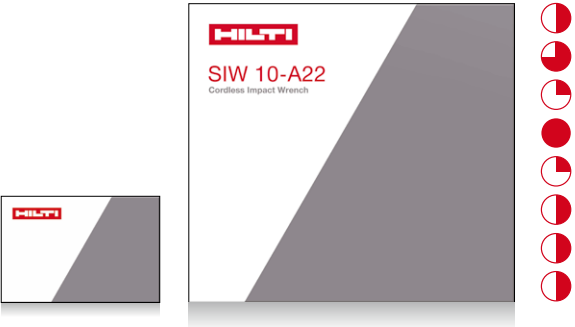
Scenario 03 – Design 01



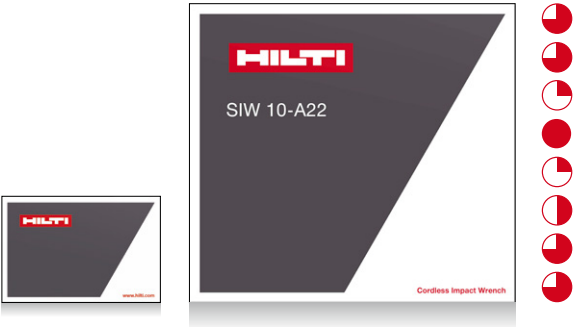
Scenario 03 – Design 02

OVERVIEW.

Design scenarios. Qualitative evaluation.



Scenario 01 – Design 01



Scenario 01 – Design 02



Scenario 01 – Design 03



Scenario 02 – Design 01



Scenario 02 – Design 02

Brand fit	<input type="radio"/>
Corporate design fit	<input type="radio"/>
Product design fit	<input type="radio"/>
Differentiation vs. competition	<input type="radio"/>
Visibility on construction site	<input type="radio"/>
Fit to Hilti Store concept	<input type="radio"/>
Easy to implement	<input type="radio"/>
Cost savings	<input type="radio"/>



Scenario 03 – Design 01



Scenario 03 – Design 02

OVERVIEW.

Design scenarios. Recommendation PSG.



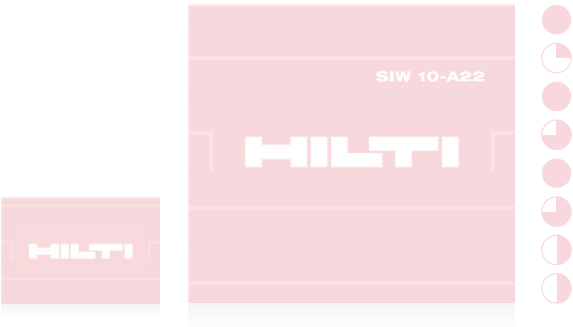
Scenario 01 – Design 01



Scenario 01 – Design 02



Scenario 01 – Design 03



Scenario 02 – Design 01



Scenario 02 – Design 02

Brand fit	<input type="radio"/>
Corporate design fit	<input type="radio"/>
Product design fit	<input type="radio"/>
Differentiation vs. competition	<input type="radio"/>
Visibility on construction site	<input type="radio"/>
Fit to Hilti Store concept	<input type="radio"/>
Easy to implement	<input type="radio"/>
Cost savings	<input type="radio"/>



Scenario 03 – Design 01



Scenario 03 – Design 02