

LEADING CONSUMER GOODS COMPANY

BODY WASH CAPS

AVIENT SOLUTION

ColorWorks™ Design & Technology Centers – West Chicago

WHY AVIENT?

- Delivered over 20 approved custom colors utilizing market and trend expertise
- Employed both virtual and onsite co-collaboration sessions for quick turnaround on crucial color decisions
- Worked with all necessary parties, including design firms, manufacturers, and internal engineering team to protect brand integrity
- Provided technical support and expertise to converter

LEARN MORE

KEY REQUIREMENTS

- Lend guidance in using color trending intelligence to customize 20+ colors for product line rebranding
- Provide fast turnaround on new designs to improve speed to market
- Navigate development efforts with external design firms and label manufacturers to ensure visual consistency and brand identity
- Receive technical support before and during processing