

# rooland

eco-packaging design and structure





# hello there!

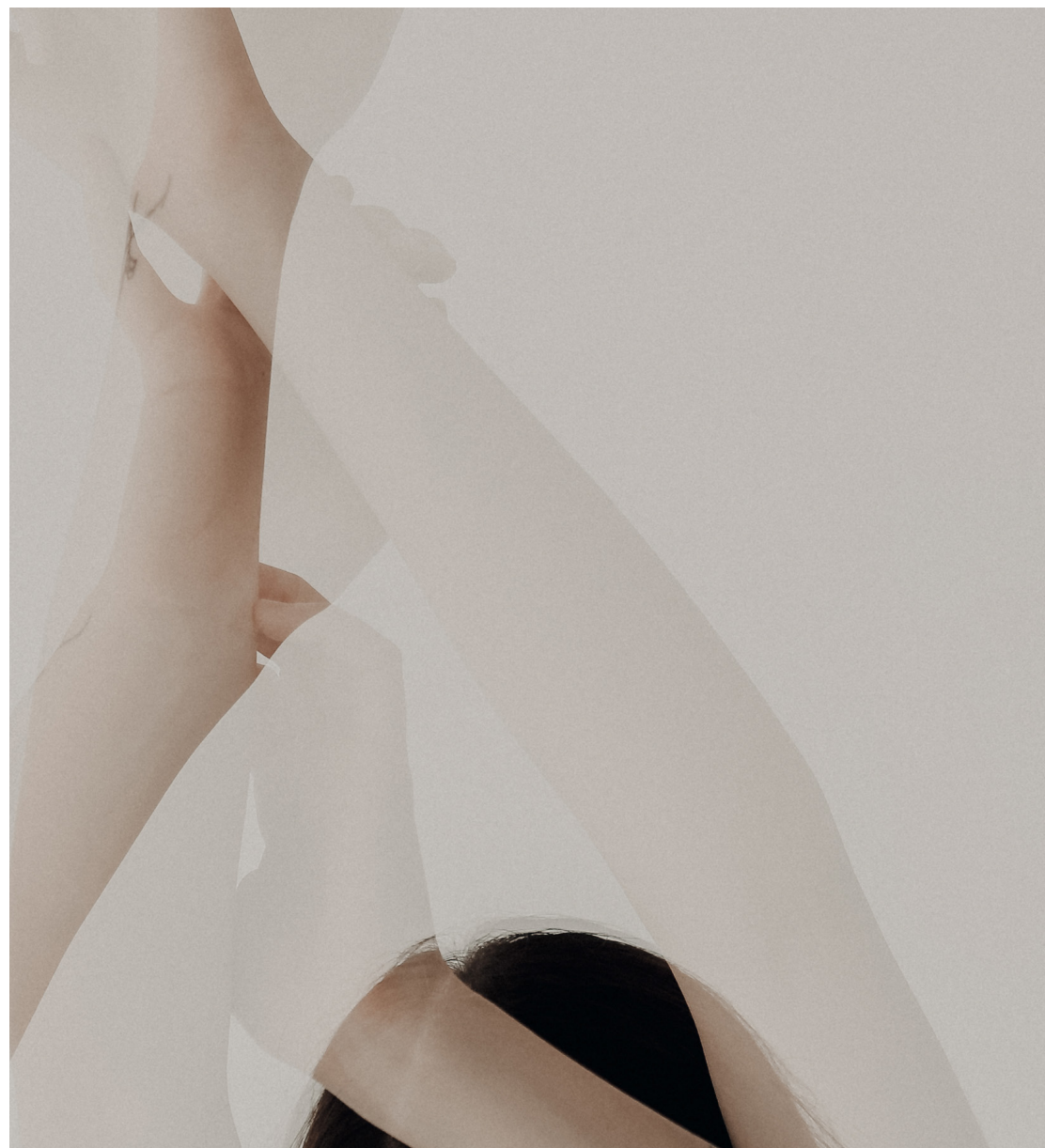
**Rooland is a creative studio nestled between the mountains and the sea in Wollongong, Australia.** We specialise in developing genuine sustainable brands, both locally and internationally. Our tight-knit team works closely with our clients to craft a wide range of brand design services- from branding and eco-packaging to digital, video and print design – we cover all bases.

We develop eco strategies for new brands from scratch and revitalise those that need a facelift. We strive to bring strategic and creative thinking to all of our work to craft recognised and remembered brands. We work hard to learn your needs, crack open your ideas and respond with our collective creative knowledge to transform concepts into innovative solid solutions for print, web, packaging and more.

We have a zest for telling your brand's story through sustainable and design thinking methods, which will raise your business to a new level of success.

At Rooland, we believe that unique branding is the foundation of a great business and paired with a sustainable mission, you can't be beaten. Thought conscience brands have powerful intent, and clients recognise authentic brands. Our team of designers, strategists, animators, copywriters, developers and client service talents work across various platforms and disciplines to collectively create your vision.

**We can't wait to work with you!**





# brand development.

**We create absolute excellence in design, whilst upholding the promise of a more sustainable future.**

The objective of a properly executed brand is to capture the visual representation of a company's unique personality. This process is complex and comprehensive, and requires high-leveled design knowledge and insights into the journey of a brand. The association of an identifiable and relatable brand personality is the aim of today's competitively driven market. More important than ever, a brand has to sell its identity to potential audiences, winning over their trust.

A brand has a story truly unique of its own. It is about creating a multi-sensual and dimensional brand identity, exploring its values, opportunities and possibilities. The more senses you touch with your brand, the stronger the connection you have with your customer. Your story is a representation of an all-encompassing image across medias, including web and interactive, stationery and collateral materials, packaging, media, video and advertising.

**We look forward to breaking the boundaries for your business and renew life into your team.**





# design with a conscience.

**At Rooland, we always consider sustainability in every step of the design process.**

We have worked tirelessly over the last decade, building long-lasting relationships with suppliers who offer the latest and greatest eco-material technologies, and we also design key icons for your website and eco-packaging to illustrate your brand's core values. Here's a peek at what we have available to us.



## **FSC Certified paper**

FSC certification means that certain papers comply with the highest social and environmental standards on the market. The strict certification procedure provides credible proof that a company is doing its best to improve our complex environmental and social issues.



## **Soy Based Inks**

Soy ink is a kind of ink made from soybeans. Unlike the usual petroleum-based inks, soy-based inks are said to be safer for us, more environmentally friendly and easier to recycle paper.



## **Compostable Packaging**

Compostable packaging typically needs to be composted in a commercial composting facility, of which there are very few of in Australia. However, there are materials available to ensure a product is compostable AT HOME. This is the ultimate choice for those hoping to make a difference and change the way we treat packaging.



## **100% post-consumer waste**

Post-consumer material is an end product that has completed its life cycle as a consumer item and would otherwise have been disposed of as waste. This is the ultimate recycled product in that no new materials have been made at all, and waste has been saved from landfill.



## **Recycled materials**

Aluminum and steel cans, cardboard, glass, newspapers and plastic bottles can be made into new products. However, a product does not have to contain 100% recovered materials to be considered 'recycled'. The higher the percentage of recycled content, the greater the amount of waste has been saved from landfill.



## **Chemical-free and non-toxic materials**

Food packaging is usually made of multiple materials designed to act as a barrier for oxygen or bacteria, however this requires the use of potentially harmful molecules that have been suspected to trigger cancers. Chemical-free/non-toxic materials are specially designed to avoid all harmful ingredients.



# branding with eco - package design.

**A brand is more than just a logo or tag-line.**

It is how the world perceives you. We want to help you shape your brand so it's perceived in the strongest and truest way possible. We love watching a brand come to life in a tangible way. We understand the consideration and experience that sustainable packaging design requires and we've got it too.







# purposeful packaging.

Our design expertise strategy expands across a diverse range of custom eco solution for packaging for businesses globally. We sit down with our clients to develop a streamlined strategy for their packaging needs and always offer a more ecological option to fit their project's budget and requirements.

We work closely with APCO (Australian Packaging Covenant Org) Our vision is a packaging value chain that collaborates to keep packaging materials out of landfill and retains the maximum value of the materials, energy and labour within the local economy.

## We provide the following eco-packaging design solutions:

- + **Boxes:** mailer boxes, product boxes, clamshell boxes, set up boxes
- + **Tubes:** cardboard tubes, metal tubes
- + **Bagasse:** sugarcane custom design and standard shapes
- + **Pouches:** compostable stand up & compostable flat pouches
- + **Labels:** compostable labels and eco-vinyl waterproof labels
- + **Bags:** tote bags from hessin & hemp
- + **Large corrugated boxes:** for bikes, refridgirators and TV's (etc.)
- + **Custom inserts:** in moulded bagasse & paper to eco-star card stock
- + **Bottles:** Ocean plastic, PCR plastic and glass bottles

## We provide packaging design for various industries, particularly:

- + Food & Beverages
- + Health & Beauty
- + Technology
- + Clothing & Apparel
- + Hemp & CBD
- + Gift items





# packaging structure ideation & set up.

**We have a special place in our Roo hearts for packaging.** Our team will collaborate with you to create the best packaging solution for your products of business. We will measure, explore innovative ideas and make sure it is an eco-friendly alternative. More than adding a stamp to your packaging, we want to help your business be sustainable to its core.



## Measure

To start the project, we need to receive your product sample to understand precisely what it is. We will then schedule an initial meeting to discuss in depth your ideas and packaging needs. Finally, it is time to measure every mm!



## Ideation

After understanding your product dimensions, we will start testing sizes, formats, and ideas to develop a distinctive concept. More than fitting your product, your packaging will translate your brand's core values in the most eco-friendly way. We will present you with different ideas, and we will refine the one you choose.



## Production

Once the packaging concept is approved, we will apply the design elements and finalise the files to provide you with a print-ready material. We will contact the best eco suppliers and help you bring this idea into reality.





# custom bagasse inserts and boxes

**Bagasse was considered a waste by-product during sugar production** and is now outperforming cardboard as a more sustainable packaging material. Bagasse is made of 100% sugarcane pulp, is ultimately home compostable, and uses less water and energy to produce.

Our bagasse pulp has outstanding properties for smoothness, stiffness, opacity and bulkiness for strength. It comes in a bleached smooth hot press and unbleached rough wet press options.



Our expertise allows us to create a unique brand experience shaped to your specifications.



Completely compostable for home and industrially, this material lowers waste in landfills & protects forests.



Nestable Space-saving and stackable reduces storage costs and space by as much as 70%.



A durable material that provides superior shock & vibration cushioning to ensure your product is protected.







# packaging graphics and specification.

## We love watching a brand come to life in a tangible way.

Our team will collaborate with you to develop a streamline strategy for your packaging needs and emphasise environmentally friendly solutions along the way. Your brand will stand out from the competitors on the shelf. Our designs bring together colour, shape and material to make your idea pop. We want to give you a remarkable product experience.

### Packaging Design

- + Concept development & moodboards
- + Collaboration on strategy and eco-branding concepts
- + Two parts, insert & outer package
- + Creative direction & two packaging design concepts
- + Client provides photography and copy (unless specified)
- + Expert advice on packaging end of use icons and wording
- + Prototypes to test product fit
- + Create dielines and art files for print

### Project Management & Print Buying

- + Manage the printing process
- + Sourcing materials and supplies
- + gathering quotes
- + Finalising dielines for print
- + Delivery options





# custom branded product labels.

**We are not like anyone else, and neither should your product labels.**

We design and develop your new brand labels for your products, making sure your brand is set apart from other products. Building on your brand elements, we aim to create a strong brand presence. Through custom-designed brand labels, you develop a professional look, an authentic feel and a memorable experience.

**A product label usually holds certain key information including:**

- + The name of your product
- + Your brand logo for the line of products
- + Units of measurement for weight, size and ml for your product
- + A short description, or tag line of your product

**Other information contained on the back of a package can include:**

- + A list of ingredients
- + Your product story (We can help you here)
- + Directions for use
- + Icons for use or who can use your product (non-animal tested or vegan)

## Project management & print buying

Responsible for sourcing materials and supplies, gathering quotes and contacting manufacturers. This ensure that the job is using the highest quality print and materials that are certified eco-friendly.





# our branding process is what defines us

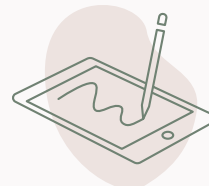
The process of creating bespoke packaging – from conceptualisation, designing, specifications, correct materials, to printing – requires thorough ideation and close attention to detail. Rooland checks all aspects of your packaging, making the process easier for you.



Meet with Client



Research & Moodboards



Ideation & Sketching



Presenting Ideas



Testing & Prototyping



Refining & Perfecting



Hand over of assets



Cherished & loved



# custom bundles options

## Option 1 | Package Design Refresh

Allow us to breath new life into your brand's current packaging design and help give your product a competitive edge and fresh look.

- + Start-up meeting to discuss project requirements & design brief
- + Concept development & moodboards
- + One product: includes creative direction & two packaging design concepts
- + Colour pallet and typography style & photo style revitalised
- + Artwork for presentation (2 x)
- + Design refinements, including 2 rounds of client revisions
- + Finished artwork and file supply
- + Project management & print buying (optional add on)

## Option 2 | New Product Package

Crafting a new product package from scratch calls for innovative and professional design that reflects the values of your brand. Our designers wil ensure it stands out on the shelf.

- + Start-up meeting to discuss project requirements, client completes design brief
- + Concept development & moodboards
- + 1 x product package: includes creative direction & two packaging design concepts
- + Create custom dielines, client provides photography and copy
- + Apply brand style & elements
- + Prototypes to test
- + Illustration & pattern creation to match brand identity (if required)
- + Artwork for presentation (2 x)
- + Design refinements, including 2 rounds of client revisions
- + Finished artwork and file supply
- + Project management & print buying (optional add on)



# custom packaging extras

## Extra label design

- + Each label following main design

## Extra package design

- + Each package following main design

## Copy writing

- + Content support & copy-writing

## Project Management & Print Buying

- + Sourcing materials and supplies, gathering quotes and contacting manufacturers
- + Manage the printing process
- + We arrange for shipping and delivery
- + We manage any prototyping & mock-ups

## Renderings and photo realistic photo

- + For use on your web site, social media and digital marketing







# what makes us unique

## Sustainability is a priority

We pride ourselves on our sustainable approach to design. With a deep understanding of sustainable business, materials and iconography, we love helping like-minded companies be their most sustainable selves and see them thrive as a result!

## We are experts in design

With over 25 years of experience, we know what good design is and are passionate about creating strong, long-lasting brands.

## We offer a holistic branding experience

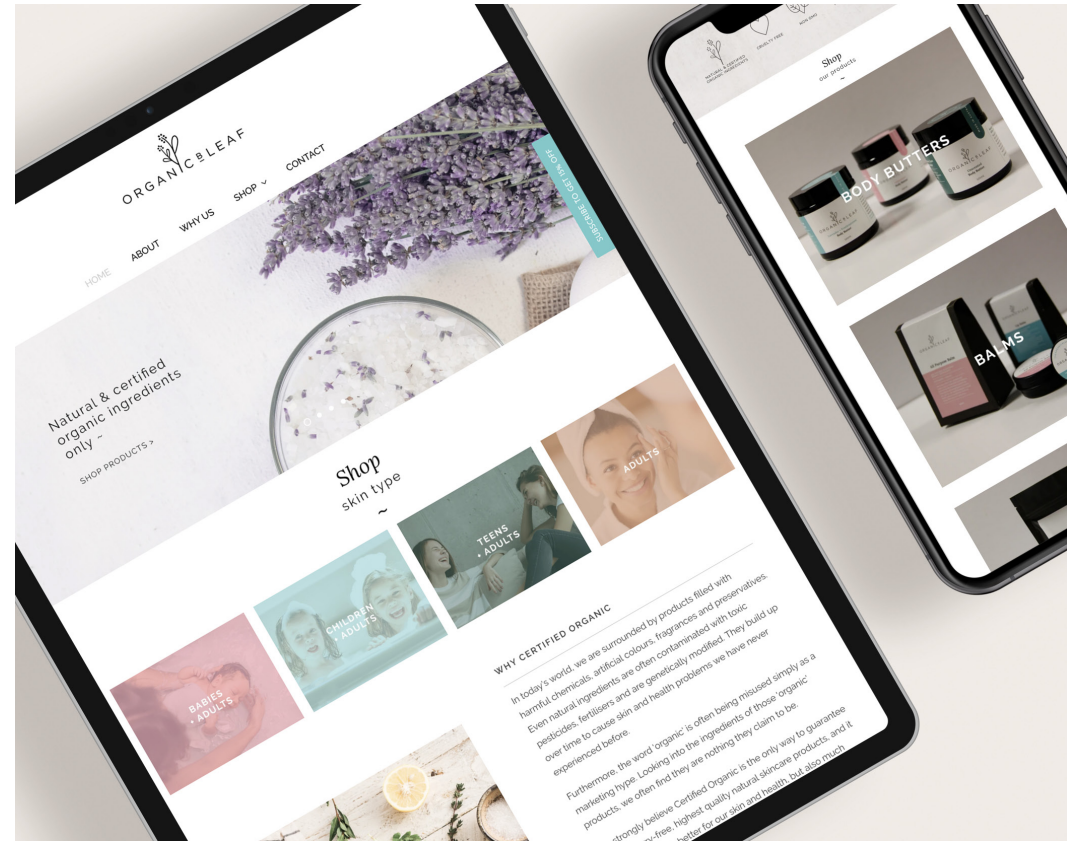
We are branding specialists. Our services range from logo development and brand design to packaging structure, design, and web development, allowing us to offer a complete service to cover all of your branding needs.

## You get a whole team behind your project

We are a close knit team of creatives who take the time to understand you and your brand so that we are able to showcase who you are. You don't just get one designer, our collaborative process ensures you have multiple designers working together to produce something you absolutely love.

**We are experts in design and branding and understand what it takes to take your branding to the next level.**









# why choose rooland.



**Rooland is a branding firm. Our work shifts perceptions, changes behavior, and strengthens relationships.** We specialize in comprehensive, business-critical communications with an emphasis on building strong brands for companies with unique products. Rooland has extensive experience with branding companies. The experience we bring from **GE Capital, Nordstrom, Nike, Simply Organic, Jamba Juice** and **Starbucks Coffee Company** is a powerful advantage when it comes to knowing the competitive environment and marketplace for your company.

A strong brand will set your product apart from the competition and provide the foundation for a premium strategy. Rooland is not only passionate about absolute excellence in design and branding, we also strive to create a more sustainable future through everything we do. All of our work is done with an environmental conscious and with a recognised responsibility to the future. We want to be part of the solution and encourage our clients to think and do the same.



**Sustainable design & packaging**

**Thank You** from our team  
at Rooland Design

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