

> PRINGLES, REBRANDED FOR TODAY

Current PRINGLES Design



Pringles has been a household name for more than 40 years. ✱ Yet, despite the brand's longevity, many consumers view the famous stacked chips as outdated—a brand in need of a drastic overhaul. ✱ In light of the recent announcement that Proctor & Gamble is selling Pringles to Diamond Foods (the transaction will be completed by the end of 2011), we asked three design firms how they would change the look and feel of the brand. ✱ Their responses mark the debut of **THE WHITE SPACE**, a new department where we'll explore packaging concepts to help you seize the white space—the unmet needs and untapped opportunities—in the marketplace.

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Our goal was to give Pringles a fresh look while maintaining its heritage and firmly positioning the brand as a category innovator. To do so, we retained the cylinder shape but split it in two, which is more intuitive to the snacking experience, allows for flavor innovation (half and half or complimentary flavors) and potentially reduces breakage. We also chose smarter materials for resource reduction and audience appeal.

For the structure, we developed a sugar-cane frame, which requires low mold investments with a process similar to thermoforming. The duo-part lid is injection molded PETG or polypropylene, and the seal strip is broken prior to flipping each section. Side tabs also make separation convenient.

New graphics preserve the strong color coding, but with an added “pub chip” feel. The logo lockup maintains the similar rounded head, while the mustache and bow tie have been combined into a ‘stashe’ that has more equity. The logotype is quirky like the chip, and the chip shape can be seen throughout the design. All elements work synergistically, maintaining the brand’s sporty convenience and sense of humor. **BP**