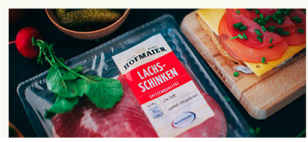
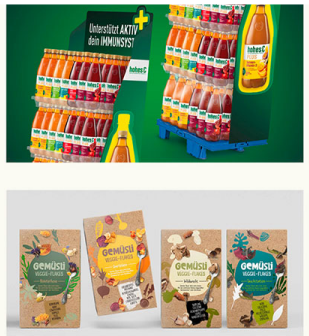




MILK.

Wir verpacken Geschmack.

AGENCY
RECIPE
PEOPLE



FOOD PACKAGING DESIGN

We are one of the leading food packaging design agencies in Germany and we see ourselves as a **partner of change.**

OUR CLIENTS

From over 10 years full of food & design

**back
WERK**

ECKES granini
the best of fruit

FERRERO

fritz-kulturgüter®

**Glaabs
bräu**

Grafschafter®
So ist unsere Natur.

**KANNE
BROTTRUNK®**

Kinder
Em·eukal®




MACK & SCHÜHLE

share

 **Nestlé**

Netto
Marken-Discount

 **PEPSICO**

**Ritter
SPORT**


ROTKÄPPCHEN-MUMM


TRANSGOURMET


Unilever


RADEBERGER GRUPPE
DEUTSCHE BIERKULTUR

seubert
feinkostmanufaktur

TAKE A SIP AND HAVE A LOOK AT OUR PROJECTS  <https://www.milk-food.de/projekte/>

MILK.

Wir verpacken Geschmack.

MILK. is an agency specialising in packaging design and innovation. **We create food** products and brands from the initial idea to the finished artwork and promote them at the point of sale.

KEY FACTS

Our profile on one page

WHAT WE DO

Food Packaging Design

Food Retail Promotion

Food Innovation Management

Food Brand Development

WHO WE ARE

10 designers

3 project managers

2 brand strategy consultants

3 creative cooks

SINCE WHEN

2010

WHERE TO FIND US

Frankfurt am Main

GROSS INCOME

1.45 mio €

VISION & MISSION

See our statement on the next page

„partner of change“

PLEASE SUBSCRIBE TO OUR TASTY „MILKSHAKE“ NEWSLETTER



<https://www.milk-food.de/newsletter-anmeldung/>

We see our future in conjunction with the growing trend towards digitalisation accompanied by people's rediscovery of analogue products. We want to play a leading role in shaping this future by creating synaesthetic product experiences that move people.

Our particular area of expertise lies in acquiring a deeper understanding of food and letting it flow into the design. In doing so, we rely on our craftsmanship and specialist knowledge of the food and drink market. Our clients find their way to us via a shared love of food and a belief in the real added value that design can deliver.

We are the partner of change.

The task for us and our clients over the coming years is to reconceive the packaging and marketing of food from a neo-environmental perspective. We want to play our part in shaping this future in a meaningful way and generate added value by taking a holistic approach to product design.

FOOD

**Packaging Design
Performance.**

Food Passion.

**Innovation
Playground.**

AGENCY RECIPE PEOPLE

Insight.

Product idea.

Recipe development.

Brand strategy & design vision.

Product design (3D).

Packaging design.

Product range adaptation.

Prototyping.

Final artwork.

Retail.

INNOVATION

LAB

DESIGN

LAB

01

Insight

Food Trend Scouting

- Qualitative interviews via street research (food truck)
- International literature, studies and the latest trade press
- Trend scouting (desk research and store checks)



TOP TOOL

Visit our award winning
agile idea-to-market process

<https://www.milk-food.de/research-innovation-lab/>

Our love of food is the reason why we conceive and design. Food packaging design and innovation would be unimaginable without experiencing different tastes, products and concepts every day. That is why we always keep an eye out and actively monitor product ranges, consumer trends, user habits and design trends involving food.



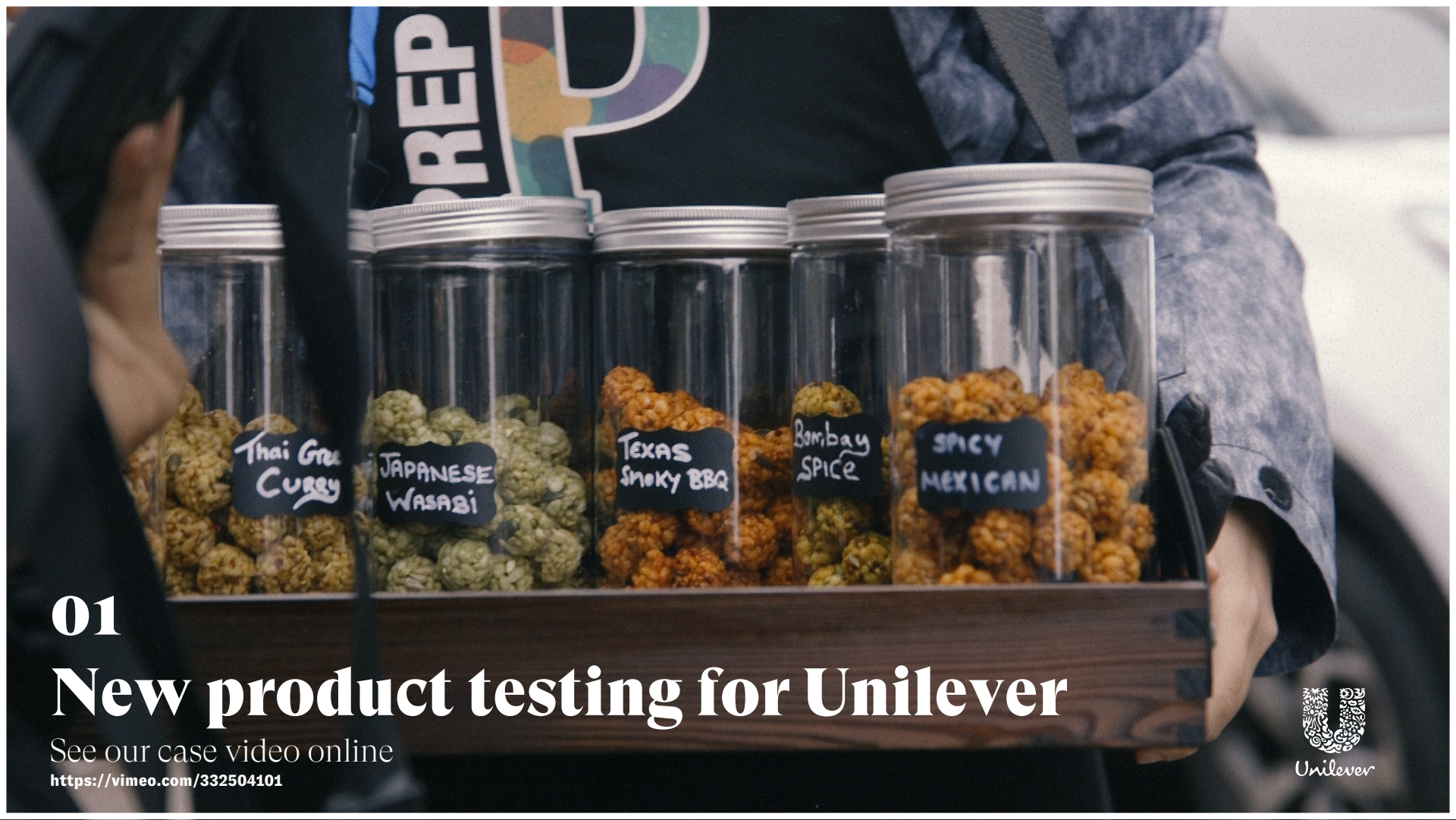
01

Food Trend Scouting for fritz

See our case video online

<https://vimeo.com/288049200>

fritz-kulturgüter



01

New product testing for Unilever

See our case video online

<https://vimeo.com/332504101>



Unilever



01

Pre launch research for share

See our case video online

<https://vimeo.com/248861380>

share

02

Product idea

From the idea to the tested prototype

- Product concept (verbal)
- Scribble and 3D visualisation
- Design sprints



We develop innovative product concepts and oversee the packaging development process from the very start, serving as an innovation lab for our clients. We present new food packaging concepts at regular intervals and develop selected ideas right up to the finished prototype. Are you familiar with our Top Tool? This outstanding recipe consists of design sprints, rapid prototyping and consumer tests via food truck.



02

The new breakfast (product development)

See our online magazine article about this idea

<https://www.milk-food.de/2020/gemuesli/>



See our design case about this idea

<https://www.milk-food.de/projekt/gemuesli/>

03

Product development

Recipe development

- Recipe development
- Product development
- Prototyping



FOOD LAB

Find out more about our NPD unit specializing on future food experience

<https://www.milk-food.de/food-lab/>

If required, our food lab can provide inspiration when developing recipes for new products by experimenting with the taste and design. To us, trying out different flavours and designing packaging are not two separate activities. They belong together and influence one another.



03 **Mushroom pattie (product development)**

See our online magazine article about this idea

<https://www.milk-food.de/2020/pilz-patty/>



See our online magazine article about this idea
<https://www.milk-food.de/2020/pilz-patty/>



See our online magazine article about this idea
<https://www.milk-food.de/2020/pilz-patty/>



See our online magazine article about this idea
<https://www.milk-food.de/2020/pilz-patty/>

04

Design vision

Brand Strategy

- Brand architecture
- Portfolio strategy
- Product design vision



We focus on the combination of look, feel, taste, smell and sound in order to develop synaesthetic products that appeal to all the senses. Working in conjunction with the people who commission us, this is how design visions turn into branding that can set the trend for years to come and make our clients more successful in the long term.

A person wearing a dark herringbone-patterned coat is holding a white paper coffee cup. The cup has a yellow label with the text 'back WERK' and 'frisch gemahlen & gebacken'. The background is a bright, out-of-focus street scene with warm sunlight.

04

A new beginning for Backwerk

Get more details online

<https://www.milk-food.de/projekt/backwerk/>

back
WERK



04

Corporate identity for fine dining

Get more details online

<https://www.milk-food.de/projekt/rungis-express/>

05

Product design

Use of forms and materials

- Structural 3D product design
- Material consulting
- (Rapid) prototyping



MATERIAL LAB

Visit our open-source future food packaging wiki (now online)

www.milk-food.de/material-lab/

Structural packaging design for food is often an economic challenge. Yet those who have their finger on the pulse are bold enough to invest in pioneering materials to get the packaging right for their products. Our material lab will find the ideal concept for you and come up with a unique design.

05 Shaping beer design

Get more details online

<https://www.milk-food.de/projekt/glaabsbraeu/>



**Glaabs
bräu**

06

Packaging design

Artwork and complete design

- Packaging design
- 360° artwork
- Line extensions



Our main job is to design packaging. After all, more than 50% of decisions to buy food are made directly at the point of sale. By creating a unique product/package design, we manage to successfully raise the profile of brands in the highly competitive market. The product can only add optimal value if it is actually valued.



06

The package is the message

See the case study online

<https://www.milk-food.de/projekt/seubert-feinkost/>

07

Product range adaptation

From 1 to 100 SKU

- Product range adaptation
- From 1 to 100 SKU
- Food Information Regulation check



The importance of retail brands has continued to rise over the years. We know how to create an image that can be systematically adapted across a wide range of articles. Yet adaptive concepts are not only called for in the area of retail brand design. We put together stylish and technically well organised product ranges, whether small or large.

Eukalyptus Menthol

KAU
DICH
DURCH



Frische
Eisminze

KAU
DICH
DURCH





07

Packaging facelift and line extension

Get more details online

<https://www.milk-food.de/projekt/em-eukal/>

08

Prototyping

Small-scale dummy production

- Realistic prototypes
- Service for market research or trade fairs
- 3D printing



No artwork should leave our office before it has been tested as a physical prototype. If required, we can produce high-quality sample packaging on a small scale. Those who prefer to be completely agile should take a closer look at our Top Tool, where we combine design sprints with rapid prototyping of packaging and fast user tests via food truck.



08

Prototyping

Get more details online

<https://www.milk-food.de/agentur/prototyping/>

09 Final artwork

Technical quality assurance and legal verification

- Technical quality assurance
- Legal verification
- Digital proof



The best design concept is ultimately only as good as the production technology permits. Or, conversely, knowledge of printing techniques, materials and finishing options can enhance the creation. We have to be conversant with technical and legal specifications in our projects on a daily basis and ensure we adhere to them.

09

Ultralight lemonade

Get more details online

<https://www.milk-food.de/projekt/die-limo-ultraleicht/>

die limo granini

ECKES granini
the best of fruit

10

Retail

Trade marketing and shopper activation

- POS secondary product placement (display design)
- POS special product placement (design)
- Shopper activation (annual promotion)
- Sales folder and presentation packages (sales kit)
- Specialist retailer communication (advertisements)



Once a prototype has been successfully tested, we oversee the market launch in the area of retail communication and develop the presentation of the products/brands on the way to their customers. To this end, we activate shoppers at the point of sale or provide inspiration at additional points of experience for our clients.



10

Promotional sales display design

Get more details online

<https://www.milk-food.de/projekt/hohes-c/>

Our process reflects the essential steps involved
from the idea to the competitive product.

Over the past ten years, we have accompanied
many different kinds of food on this journey.

AGENCY
RECIPE
PEOPLE

OUR TEAM

We bring together a unique mixture of cross-functional food packaging design experts who share the same passion.

Design vision. Our senior art direction team brings more than ten years of food packaging design experience to the table. Let us create great things together and shape the future!



Senior Art Direction

Kristina

E-Mail Address

**kknoblich@milk-
kommunikation.de**

Telephone (+49)

069/8008717-12



Senior Art Direction

Nils

E-Mail Address

**nlehmler@milk-
kommunikation.de**

Telephone (+49)

069/8008717-16

Brand consulting. The creative work is based on highly competent project consultancy for both strategic decision making and everyday business.



Senior Brand Consultant

Nina

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**nmann@milk-
kommunikation.de**

Telephone (+49)

069/8008717-07



General Manager

Andreas

E-Mail Address

**amilk@milk-
kommunikation.de**

Telephone (+49)

069/8008717-05

Project management. Each project will be structured and led by experienced managers who keep the design process in the right flow.



Senior Project Manager

Katrin

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**kleukroth@milk-
kommunikation.de**

Telephone (+49)

069/8008717-05



Senior Project Manager

Laura

E-Mail Address

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kommunikation.de**

Telephone (+49)

069/8008717-09

Artwork. Each idea will be shaped and perfected by our design team from layout composition to technical details and specific legal know-how.



Art Direction

Jannis

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**jpohl@milk-
kommunikation.de**

Telephone (+49)

069/8008717-08



Art Direction

Sarah

E-Mail Address

**swetter@milk-
kommunikation.de**

Telephone (+49)

069/8008717-19

Specialists. Our team consists of individuals who combine a broad skill set including illustration and high-end image composing or retouching.



Art Direction
Johanna

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**jschwarzer@milk-
kommunikation.de**

Telephone (+49)
069/8008717-22



Art Direction
Matvei

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**mponi@milk-
kommunikation.de**

Telephone (+49)
069/8008717-13

Concept and text. Each project will be based on conceptual thinking and refined by the right wording. What is your story?



Creative Text

Robin

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**rwissel@milk-
kommunikation.de**

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069/8008717-20



Creative Concept

Katharina

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kommunikation.de**

Telephone (+49)

069/8008717-14

Structural Design. When it comes to your packaging material, shapes and finishing we deliver creative product innovation that moves people.



Packaging Engineer & Consultant

Felix

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**felix@milk-
kommunikation.de**

Telephone (+49)

069/8008717-11



Structural Packaging Designer

Selina

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kommunikation.de**

Telephone (+49)

069/8008717-11

Final artworks. We will finish every artwork in your product range with technical excellence from 1-100 SKU.



Final Artworks

Christopher

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kommunikation.de**

Telephone (+49)

069/8008717-06



Project Assistance

Frederike

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kommunikation.de**

Telephone (+49)

069/8008717-0

New product development. We are different from other design agencies – and not only because we run our internal food lab where we experiment with trends and get to know the food we want to design.



Food Lab

Felix

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kommunikation.de**

Telephone (+49)

069/8008717-21



Food Lab

Can

E-Mail Address

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kommunikation.de**

Telephone (+49)

069/8008717-21

Studio Banani. Sometimes it's time to dream and make the impossible happen today. When you dare to dream with us have a closer look at our independent art unit.



Studio Banani
Wacho



Studio Banani
Anthea

Hungry for more?

We are cooking up some more for you



<https://www.milk-food.de/newsletter-anmeldung/>