



— 100 years of brand heritage destroyed in a single meeting.

- Every week, we hear of a well-known brand being 'dragged kicking and screaming into the 21st century'.
- And we think to ourselves, maybe it's kicking and screaming for good reason. (The words 'baby' and 'bathwater' spring to mind.)
- At JKR, we've been responsible for re-packaging some of the best-loved brands in the world.
- Good word that, responsible. Because it means protecting the very things that made these brands loved in the first place.
- As designers, it's in our nature to be innovative. To do things differently. To break the mould. But not if it means redesigning a pack out of all recognition.
- In these days of own-label commodification, it's more important than ever to preserve a brand's identity. Because that's the one thing your competitors just can't buy. If you have a brand that could use this kind of thinking, call Andy Knowles on 020 7428 8000.

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your own
label

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