

NEW PRODUCT



CASE STUDY | GÖSSLER HELLES,
BRAU UNION ÖSTERREICH AG

The right design for a new beer style.

For many beer lovers, Gösler is the epitome of Austrian beer. Old recipes and traditional varieties – the Gösler brand guarantees the highest quality, pure nature and living tradition.

And of course, there are always innovative varieties, such as the Gösler Helles, with which a new Gösler beer segment called “Session Lager” was launched onto the Austrian beer market.

OUR TASK

Fresh design for the first Gösser "Session Lager" on the Austrian beer market.

These days when it comes to beer, in the consumers' opinion is, that drinks should be a little bit lighter and less alcoholic. In line with this Gösser Helles was launched. The desire of the connoisseurs for less alcohol is met with an alcohol content of only 4,4 % vol., the new variety is slightly dry and easy to drink, an

everyday beer type in the best sense of the word. Our client wanted a design that conveys fresh lightness and high-quality naturalness, clearly standing out from the existing range. Light background colours and fresh, vivid green that was combined with elegant gold, meet this requirement.



Unique Design. Front to back label.



Simulation of secondary packaging.



Crown caps design.

THE IMPLEMENTATION

Fresh and harsh naturalness vividly designed.

Due to the very light primer, the Helles was singled out from the existing Gösser range, which has usually a background in rather strong colours. The light cream tone in the background combined with strong nuances of green

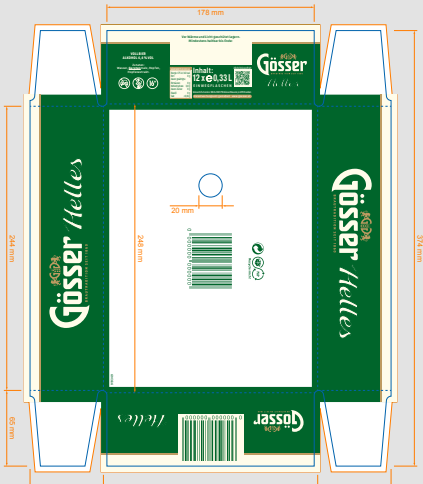
reflects the naturalness and origin of Austria's brewery Göss. There the Gösser Helles is brewed from local raw materials and is CO2 neutral.

KEY FACTS

CLIENT

- Brand and packaging design
- Jaunty lettering
- Freshness and naturalness
- Exposed from the existing range

Brau Union Österreich AG





WE EXIST TO DESIGN WINNERS

Focus and passion on brand and packaging design.

More than 40 years ago, Karl Pichler and Rudolf Gattringer started their company driven by passion and visionary creative power. Today Pichler & Gattringer ranks among the most experienced experts in the field of packaging design.

Pichler & Gattringer is specialised in brand and packaging design on the food and beverages sector in the markets of Western, Central and Eastern Europe. The passion of the first hour still fuels the creative working process of our team of consultants and designers

that accompanies the entire process. From strategy right through to the perfect production implementation. Our experience is at heart of what we do and we are passionate about everything we create. So how do we bring your ideas to life? We solve our client's problems, tasks and briefings with an intelligent strategy and the best possible and most promising design. We treat every project with the same dedication and we go above and beyond for our clients. This does not mean that we want to twist or change your brand, we want to make it an iconic brand. We fine-

tune our creations down to the smallest detail, never compromising quality. That's how we create products that win on the shelf. And that's what we are proud of. Because we believe in the great power of strategic design helping brands grow. To put it in a nutshell: intelligent design equals marketplace success.

Daniel Frixeder
Managing Partner, Pichler & Gattringer

Let's get in touch!

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