



DuPont Commercial Finishes Launches New Packaging Design

DuPont Commercial Finishes launches new packaging graphics with a contemporary design for a more user-friendly visual interface. The updated design is an initiative to strengthen the label's functionality and on-shelf presence. Just one look at the new streamlined design provides all the key information that is needed, including the brand name, product type and product number.



Highlights:

- The product number is larger and easier to read
- The background colors make it simple to differentiate between product families
- All vital information is presented in English, French and Spanish
- A consistent product naming convention will help users identify key product features and applications

The gradual phase-in of the new packaging design will begin this fall with DuPont™ PowerTint™ related tints, binders, balancers, activators and reducers. DuPont Commercial Finishes pretreatments, undercoats, clear coats and miscellaneous products will transition to the new design in 2011.

An overwhelming majority of the people surveyed valued the clean look and felt the new design will benefit those who use DuPont Commercial Finishes products.

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