



“If I saw that on the shelf, I would buy it.”

We knew we had a winner when the focus group participants reviewing the Blumers Soda packages had numerous responses along these lines. One even suggested that we create a line of wrapping paper with the design. She wanted to cut out the images and use them for projects with her children.

When the new packaging did hit the shelves, the sales numbers on the product went up dramatically. The only support for the product came later with a Point of Sale tuck card, along with publicity testing. The packaging needed to drive sales. (We later created a billboard advertising the root beer, but this was after the initial launch.)

At one time, The Gunter Agency was known as more of a design studio, where packaging and P-O-P was a staple of the business. Over the years we’ve evolved into a more full-service advertising, marketing and PR company, but we still remember our roots and love creating innovative packaging options.

The bottom line is that The Gunter Agency likes improving sales for our clients. When we’re talking retail, packaging plays an important role in getting items off the shelf and into the cart.

Give us a call at 608. 527. 4800 to learn more about how the Gunter Agency can help with your packaging needs. Also ask about in-store displays and promotional programs.



*Packaging for Blumers Old Fashioned Sodas
(Client: Joseph Huber Brewing Company, now Minhas Craft Brewery.)*

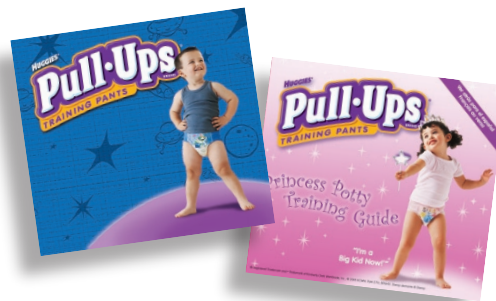
Packaging for “Sponge Bob” lightswitch and other Nickelodeon designs created for American Design.



Packaging



Big Joe and Small Joe fishing lures (we also did Mini Joe and Mo' Joe) for Live Action Lures.



Pull-Ups potty training kits for Kimberly-Clark.

Rayovac flashlight series, with Ducks Unlimited branding. Battery packs with Michael Jordan and pen give-aways. Rayovac hearing aid battery designs.

Packaging



SINCE 1845

How did we put so much taste into a light beer? With a fresh, full-bodied flavor, this is classic Huber, done right in light.

Huber Light
 Availability: Year-round
 Packaging: 12 NR & Draught
 Alcohol content: 3.4% by volume
 Calories: 100
 UPC code: 0 84173 14590 4 (12 NR)
 UPC code: 0 84173 14120 3 (Cans)

Our craft-brewed classic! This pale yellow-hued premium has a fresh, medium-bodied flavor for that classic craft-brewed taste.

Huber Premium
 Availability: Year-round
 Packaging: 12 NR
 Alcohol content: 4.5% by volume
 UPC code: 0 84173 10590 9 (12 NR)
 UPC code: 0 84173 10120 7 (Cans)

Our Bock has a deep mahogany-red hue with hints of smoke and roasted malt flavors. A beer-lover's favorite!

Huber Bock
 Availability: Year-round
 Packaging: 12 NR
 Alcohol content: 5.4% by volume
 UPC code: 0 84173 11690 4 (12 NR)

THREE GOOD REASONS TO KEEP HUBER ON HAND

The award-winning Joseph Huber Brewing Company continues to bring their family of high-quality, craft-brewed beers to your customers. Whether people are trying Huber for the first time or coming back to the brand after a time away, they're always pleasantly surprised at the quality and taste of these premium beers, and they always come back for more.

Joseph Huber

For more information, please visit www.huberbrewery.com.

Beer packaging...

Northstar and Northstar Light for Aldi Foods.

Huber, Huber Light, Huber Bock and Rhinelanders brands for Joseph Huber Brewing Company (now Minhas Craft Brewery.)

Note: Rhinelanders returnable bottles box is two-color flexo printing.



Packaging



Cheese labels for Wilmot Farms.



Packaging for the "Race Cows" for The Wisconsin Milk Marketing Board. (We designed the car, too!)



CD packaging for United Noise.

CD packaging for Maximus.