

## Favini

Restyling of Favini's Individual Range of Papers

Favini's paper mill in Meerssen (Netherlands) produces refined watermarked papers that can be customized according to the client's wishes. The client can choose from different types of papers—smooth or embossed, white or colored, two colors or metallic—to receive a watermark. These papers are then transformed into wonderful stationary sets, menus, brochures, and various other paper products.

The brand image of Individual by Favini needed an upgrading to better express its unique features and excite the creativity of Favini's target: designers who create the corporate image of companies, professionals, boutiques and fashion restaurants.

FutureBrand, who has been cooperating with Favini since the strategic repositioning of the Group and the restyling of the corporate image, has entirely restyled Individual, transforming it into an icon of elegance and exclusivity. By starting with the logo, FutureBrand sought to highlight the peculiar features of the product and to facilitate product understanding with a descriptive payoff, "Give paper your DNA." The Individual website, sales swatch and folder containing the watermark simulations were all restyled by FutureBrand to clearly communicate the customized selection process.

A small test carried out by Favini confirmed that the transformation of the Individual was widely appreciated, and the product image renewal succeeded in revitalizing a product rich in development possibilities.

Date: 2005  
Office: Milan



FutureBrand

