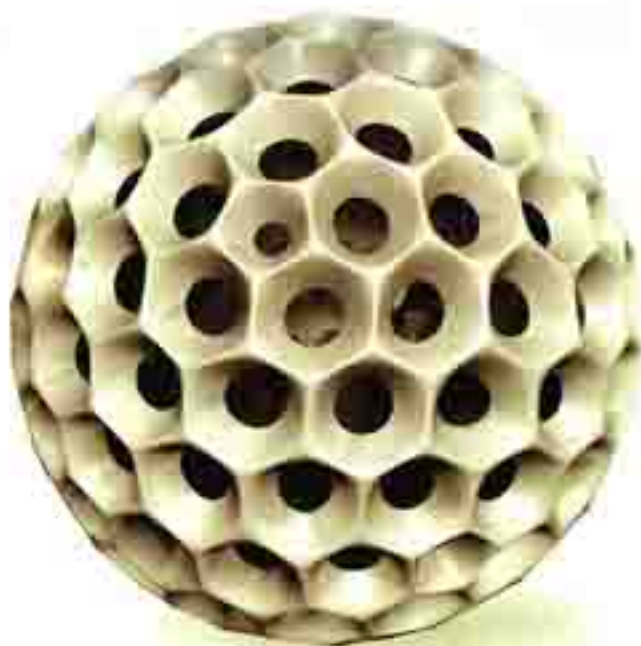


design WEEK



ISSUE 21 | 15.04.2016
21 APRIL 2016
£2.00



Keep the ball rolling
are furniture fairs losing momentum?

Krassa creates Green packs for Pret A Manger

Pret A Manger is planning to revamp its designs across a number of key product lines.

The fast food takeaway chain has appointed Afroditi Krassa to redesign the packaging across its dessert range, according to Pret A Manger commercial director, Simon Hargraves. Although the project is in the early stages, the packaging designs will reflect Pret's commitment to rolling out more environmentally-friendly design work, manipulating alternative materials to evolve the overall look of its range.

On-pack graphics and structural designs are both likely to change, as part of the redesign. Pret has already started using less plastic in its packaging and it is planning to

launch completely biodegradable packaging next month.

As well as the dessert range, Pret is also planning to upgrade packaging across its soup and salad range later this year. It is considering boxing salads in cardboard, for example, says Hargraves. This project is being worked on by Pret's in-house design team.

The packaging projects come as Pret completes a nationwide store refurbishment programme, which has taken two years. The redesign was undertaken to give a softer feel to retail outlets, repositioning shops along a café concept.

Pret is now revisiting some of the first shops to receive the makeover, to assess the overall success of the redesign, looking at key elements such as flooring.

'We will look to replace some things and have a large budget set aside for store refurbishment. The process is an organic one,' explains Hargraves.

Pret is aiming to launch 20 shops in the UK this year, and



three more sites in Hong Kong. The company currently operates ten outlets in New York and seven sites in Hong Kong. It is not looking to enter additional markets at the moment.

Krassa is the appointed brand guardian for Itsu, the Sushi chain, also owned by

Pret A Manger duo, Clive Schlee and Julian Metcalfe. She has developed the identity, packaging and interiors for the Asian food eatery chain.

Itsu City, the latest shop to open, will launch next month on Broadgate Arcade, near London's Liverpool Street station.



Mark Denton Design has revamped the identity of screen production company **Blink Productions** in a five-figure project. The 1950s Americana-style identity, created by the group three years ago, has been applied to stationery, signage, DVD packs, T-shirts and idents for the company's showreels.