



StatOil

Glug free packaging

Brief

StatOil, Scandinavia's largest petrol and oil products retailer, has ambitious plans for forecourt development - part of which was a complete redesign of their oil product packaging. The challenge was to define how the container design could add value through easier pouring, carrying and shelf appeal.

Solution

PDD found motorists are frequently frustrated with heavy packs that obscure visibility and 'glug' oil over the engine rather than in it. The 'glug' effect was solved by an innovative shoulder and spout design. This allows air to flow through an easy grip handle, equalising internal pressures and resulting in a smooth, continuous flow of lubricant.

Graphically, clear international communication of oil types and grades was required to allow motorists to select with ease the right lubricants to suit their vehicle engines.

In addition a front-facing handle provides easy shelf access for consumers.

Approach

StatOil successfully launched the new packs for its extensive range across 2000 stations in nine countries.

"The new packs have resulted in a ten million Krona investment and a doubling of container capacity."

StatOil



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