

RANGE KLEEN RESEARCH / PACKAGING

Overall, product lines are doing substantially better with the new packaging designs and sales are up.

PROJECT OUTCOME/RESEARCH & DESIGN

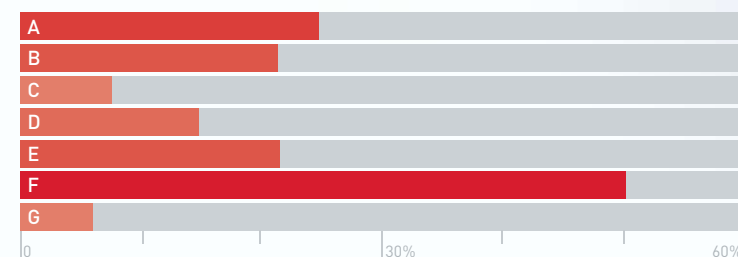
- › REDESIGN INCREASED PERCEIVED PRODUCT QUALITY
- › PACKAGING DESIGN EXTENDED TO COMPLETE PRODUCT LINE
- › INFORMATIONAL HIERARCHY CREATED BETTER COMMUNICATION WITH CONSUMER

SAMPLE RESEARCH — QUESTION 7 OF 10

Imagine yourself in a grocery store. You have decided to purchase chrome plated reflector bowls for your stove. Which of the following statements would have the greatest effect on which range bowls you would select?

Results built a skeletal information hierarchy for the product label (data shows only top response for each placement ranking):

- A. Heavy Duty Chrome Plated
- B. Fits Most Electric Ranges
- C. One Year Guarantee
- D. Renew Your Range Top!
- E. Saves Money and Increases Energy Efficiency for Faster Cooking
- F. Fits these Stove Types (followed by a list of brands and models)
- G. Matches the Original Manufacturers' Quality



RANGE KLEEN RESEARCH / PACKAGING

...consumer responses rated the information and identified the content they found to be of the most use.



WHO IS RANGE KLEEN?

For over 30 years, Range Kleen has produced a variety of range top accessories, burner covers, broiler pans, grills, and bakeware. In 1992 they successfully claimed the #1 ranking in range accessories and have maintained that position ever since with a dedication to quality and a service-oriented business approach.

WHY THEY CAME TO RED

Range Kleen was looking to redesign their packaging and wanted a solid understanding of the ever-changing preferences of their consumer base. They contracted RED to conduct design research and redesign their packaging so as to achieve better consumer appeal and market recognition.

RESEARCH TO DESIGN

RED conducted a 10-question i-Interview that addressed product color and features, packaging, consumer purchasing frequency, and

product price points. RED concluded results for Range Kleen and provided consumer insights in a point-by-point suggested style guide to follow for a packaging redesign.

Research findings defined a hierarchy of product information to be included on the packaging. Up until this point, Range Kleen packaging had struggled in communicating effectively with their consumers but research now provided the answers as to what consumers wanted to know. Designers worked to maintain the information hierarchy while giving the packaging a new look and feel.

EMOTION TO DESIGN

Designers set to work instituting the new informational hierarchy into a fresh new design. The finished product had a greater appeal to consumers, which enhanced perceived quality in the market.

The design was extended to the complete line of burner pans and range accessories Range Kleen has to offer.

CONCLUSION

Range Kleen continues to hold a market presence with its burner pans and range top accessories. With a redesigned package and a better understanding of their consumer's needs and preferences, Range Kleen has increased the overall look of their brand—enhancing the quality of product appearance by utilizing a good packaging design.

[VIEW MORE PROJECTS AT REDSLC.COM](http://www.redslc.com)

