

sabert products / packaging design & branding

“Enjoy” by Sabert

Client: Walmart

Status: In stores Spring 2009

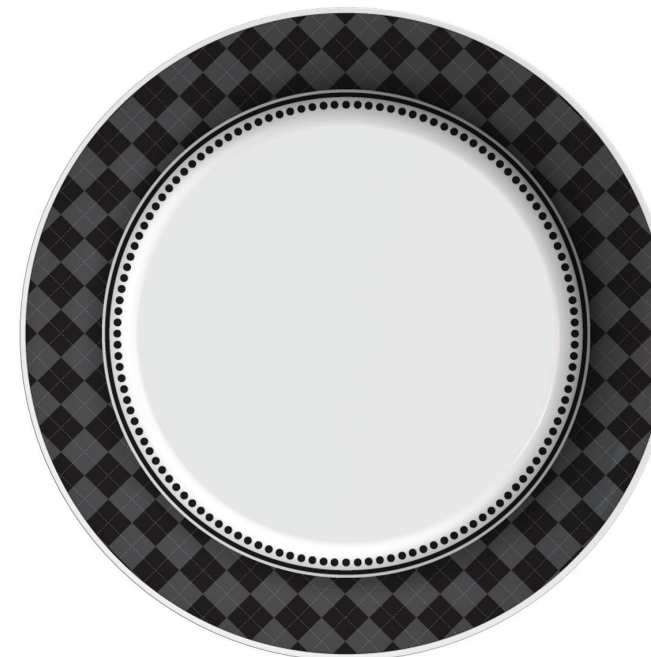
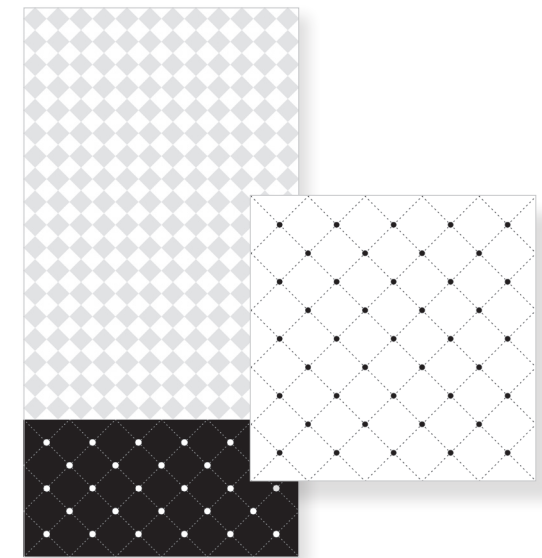
Enjoy is a new brand of Sabert products developed exclusively for distribution in Walmart stores. Enjoy includes plates, platters, bowls, serving utensils, cutlery, wine and champagne glasses, napkins, tablecloths and paper plates. I designed the logo, packaging, label graphics, napkin patterns tablecloth patterns and plate patterns and styled the photoshoot for the artwork. I also worked with the Sabert marketing department and Walmart team to create a branding concept and determine a target market.



Sample label designs & photo spreads



Paper plate & napkin set 1



Paper plate & napkin set 2

