

# sabert products / packaging design & branding

## “Mozaik” by Sabert

**Client:** Sabert Consumer

**Status:** Sold in stores since Fall 2008

In the past year, Sabert has been developing new product lines to sell directly to consumers through retail stores such as Walmart, Target, BJ's Wholesale and Costco. Mozaik is Sabert's contemporary line that includes dinner plates, salad plates, bowls, serving platters, serving bowls, serving utensils and cutlery. I designed the packaging and artwork for the new products and worked with the marketing department to create a branding concept and determine a target market.

