



**THE KITCHEN IN PRINT** [ GRAPHIC DESIGN USA, 2008 ]

THE KITCHEN COLLABORATIVE WAS FEATURED IN *Graphic Design USA*, a top industry trade, in the February issue in its News section. The article featured the recent Petrotech rebrand that was unveiled at the 2007 Global Pet Expo.

# news

## CLEAN + GREEN

BURBANK CA

By the time that Petrotech, a manufacturer of eco-friendly pet odor eliminators, approached Brand Texture and The Kitchen Collaborative, execs at the young company were riding high on an initial wave of success but were worried about sustaining the success for lack of a solid brand strategy. The results, recently unveiled at the 2007 Global Pet Expo, have made quite a splash, contributing to increased sales and opening up new markets. Kitchen's design solution — which was based on Brand Texture's positioning concepts and applied to a wide range of materials, from Petrotech's identity to its catalogs and tradeshow booths — was to communicate the message "clean + green" through the strategic use of color, animal photography, botanic graphics and scientific icons. Consumers, especially women, come away knowing that Petrotech products are eco-friendly and, at the same time, actually work. Creative credits go to AD Aniko Hill, designers Hill, Marta Kaltreider and Keri Daniel, and copywriters Brand Texture and Lauri Maerov.

