



ROCOCO

VINYL FLOOR PARTNERSHIP

PACKAGE DESIGN PROPOSAL

‘THE BLEND’

Agenda

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Analysis

01

ROCOCO Thailand—Elevating Vinyl Flooring

Leader in Thailand's vinyl flooring market, providing excellence, advanced tech, premium materials and innovative range of products with extensive service. Aim to bring beauty of the wood to modern interiors.

I. Distinct Brand Personality

- Cleanliness, classy, **elegance**, professionalism
- **Earthy**, warm, welcoming autumnal identity
- Connection to **nature** and craftsmanship

II. Competitive Landscape

- Competing with quality-focused brands
- Differentiated by nature and craftsmanship, a unique attribute in branding and packaging.

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Other brands



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Analysis (Contd.)

02



III. Target Segmentation

- **Geographic:** Reach spans domestic markets
- **Primary targets:** Homeowners and interior designers
- **Psychographic:** Appreciates craftsmanship and eco-conscious values
- **Behavioral traits:** Seeks diverse designs, durability, cost-efficiency

IV. Design Considerations

- Material should **support the weight** of different-sized packaged goods
- Design should **adapt seamlessly** to 3-different package sizes
- Packaging **visibility to customers is limited** as products are delivered directly to the work sites
- Products will be **stored indoors** in a warehouse before delivery

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PACKAGE DESIGN PROPOSAL

Concept Inspiration

CHALLENGE

Theme

‘Fresh From The Forest’

Brand Offering

Wood-textured
Vinyl Flooring

Design Requirements

- Reflect brand’s image & personality
- Variations to different package sizes
- Eco-friendly



Design Mood & Tone



Visual Elements



Design Style

SOLUTIONS

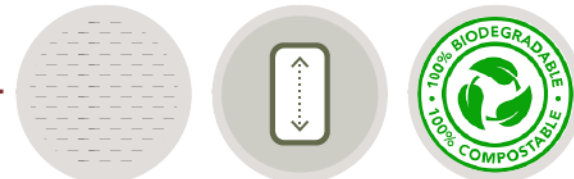
- Colorful Fall Forest
- CI >> Autumnal Color Palette
- Warm, classy, professional looks



- Wooden texture
- Vinyl floorboard
- Forests, trees & nature



- Seamless background
- Vertical-orientation
- Eco-friendly materials



- Mood Board -



'The Blend'

05

The Blend is all about bringing things together seamlessly, creating a visually pleasing harmony;

The mixture of

Vibrancy

Rococo's Elegance

The perfect balance of

Fall Forest

Wooden Flooring

The combination of

Artistry

Commercial



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PACKAGE DESIGN PROPOSAL

- Design Principles -

■ Design Mood & Tone

- Clean, warm, and classy
- Sophisticate and professional

■ Layout

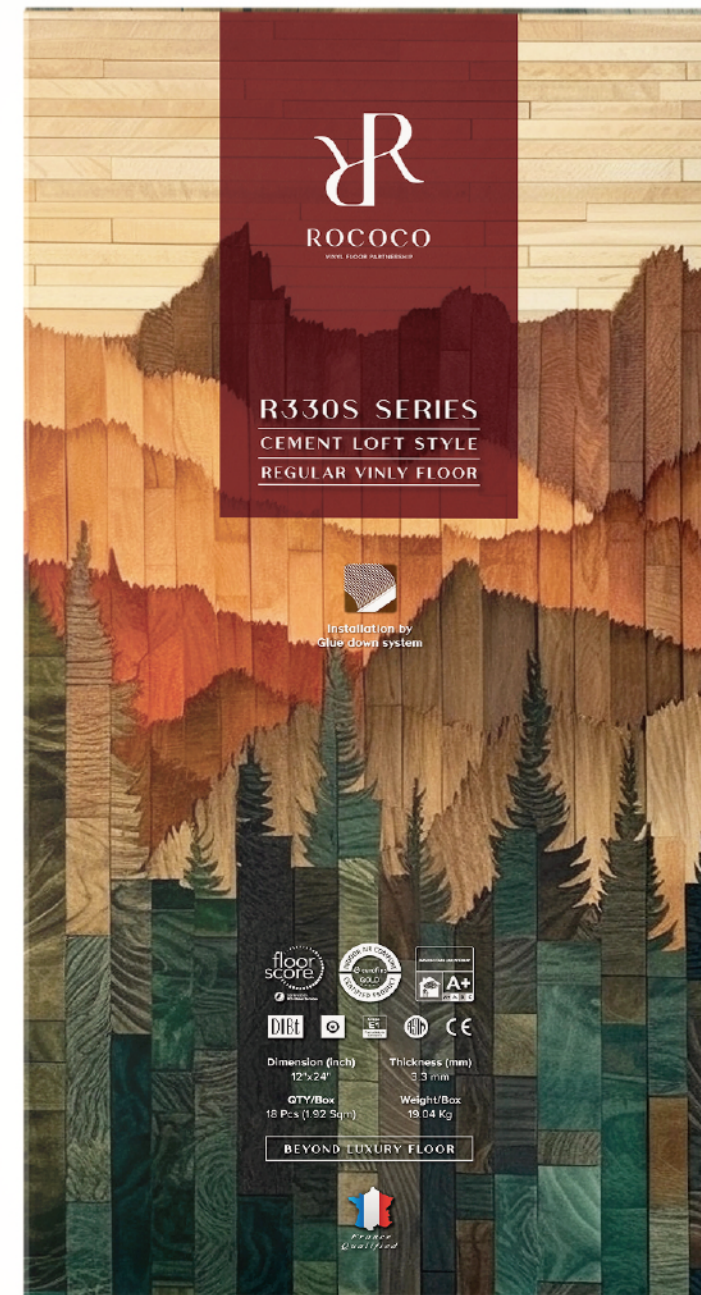
- Optimized for **vertical orientation**, enhancing brand presence.
- **Prominent logo** placement.
- Improved **legibility of product titles**.
- Certifications at the bottom with inverted colors.

■ Typography

- Brand's corporate English fonttypes.
- **Athena** and **Proxima Nova**

■ Material Specifications

- **Eco-friendly** materials; kraft paper
- **Refrain special printing effects** such as embossing, foil stamping or UV coating, reducing carbon emissions, waste, and energy consumption
- Laminated coating for stain resistance, moisture resistance, and oil **stain prevention**



| | | |
|--------------|--|--|
| R330S SERIES | REGULAR VINYL FLOOR VALUABLE - EASY - DURABLE | |
| W700 SERIES | WPC VINYL FLOOR SOFT - COMFORTABLE - QUIET | |
| 530H SERIES | HERRINGBONE HIGH CORE SPC FLOOR | |

■ Visual Elements

- **Nature-inspired design** with wooden floorboard texture.
- Palette: **Rococo's standard colors**, green, and earthy tones.
- Emphasize '**Rococo's Nutmeg Red**.'
- Use secondary colors for different product series.

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– Unique Selling Proposition –



✓ *Instantly Recognizable*

The design conveys the essence of wooden texture vinyl floorboards, ***universal understanding*** without the need for artistic expertise.

✓ *Art Meets Market Appeal*

Beyond artistry, ***it communicate brand message***—a fusion of Rococo's persona, wooden vinyl flooring, and the freshness of the forest, all in a visually captivating package.

✓ *Seamless Consistency*

The background design ***seamlessly adapts to diverse package sizes and media***, maintaining unwavering design consistency.

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- Features -



Functional

- Connects customers to nature's beauty via the 'Fresh From The Forest' concept
- Provides transparent material specs, ensuring transparency and eco-conscious
- Meets marketing needs through captivating visuals
- Ensures secure product transport and storage
- Prioritizes cost-efficiency and practicality, in line with brand values



Durable

- Safeguards product safety during transport
- Utilizes oil, stain & moisture-resistant coating materials



Sustainable

- Uses eco-friendly materials like kraft, cardboard, and corrugated for land preservation
- Reduces energy and waste by avoiding heavy printing and using reusable materials
- Balances cost-efficiency with sustainability, fostering loyalty



Recyclable

- Employs recycle materials
- Corrugated fiberboard is highly recyclable (up to 25 times), containing recycled materials (70-100%)

- Applications -

R330S SERIES

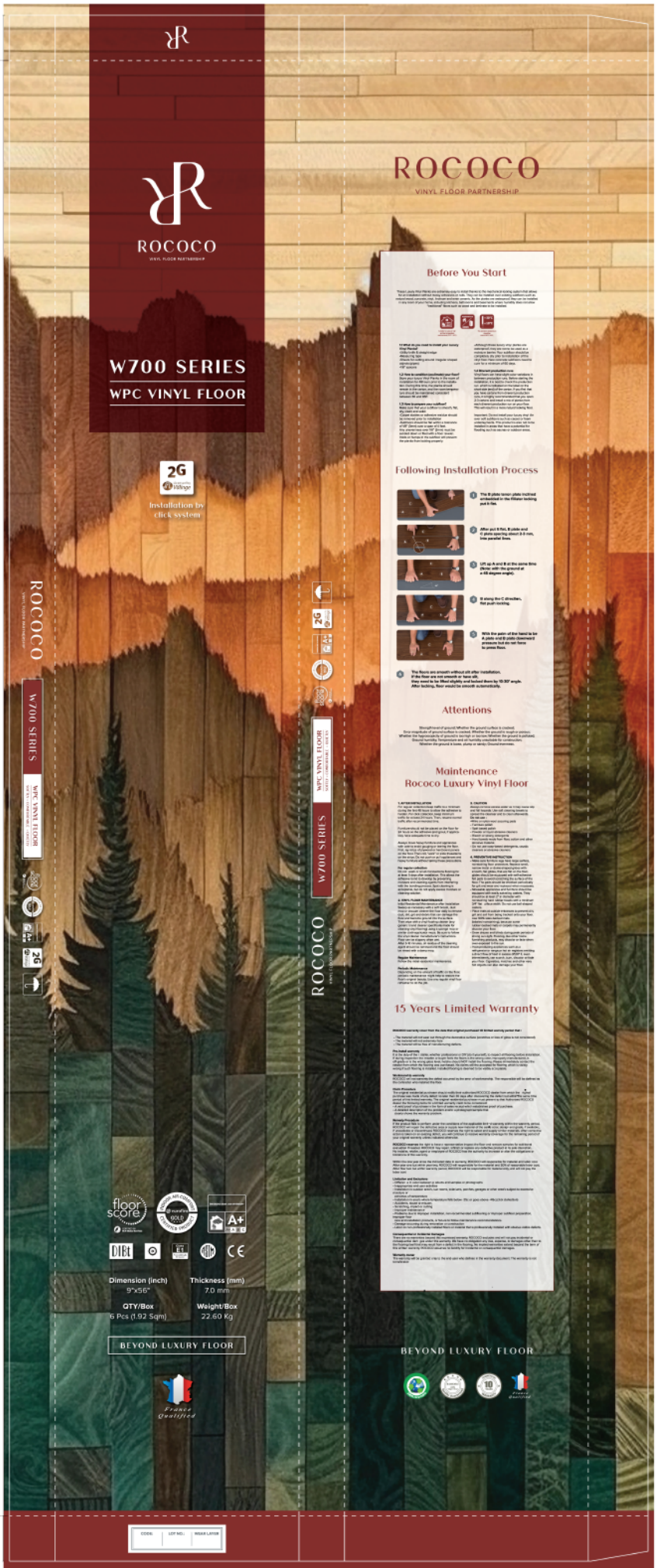
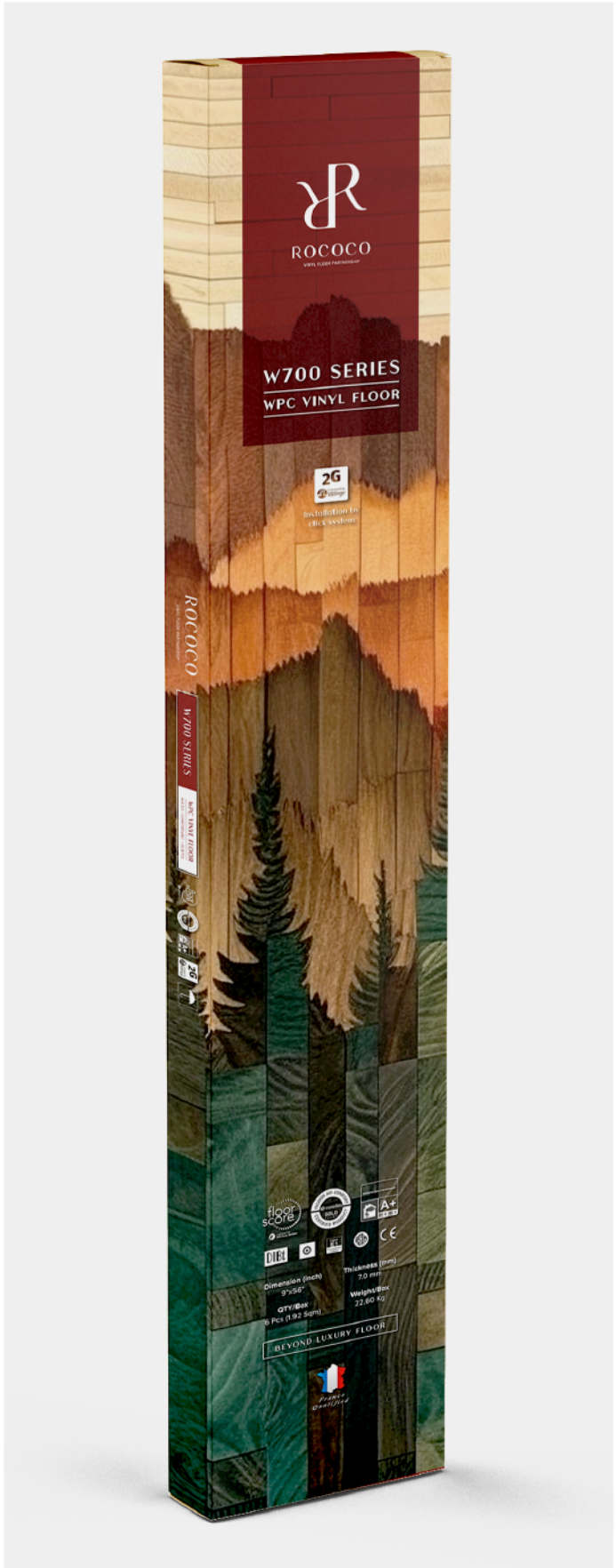
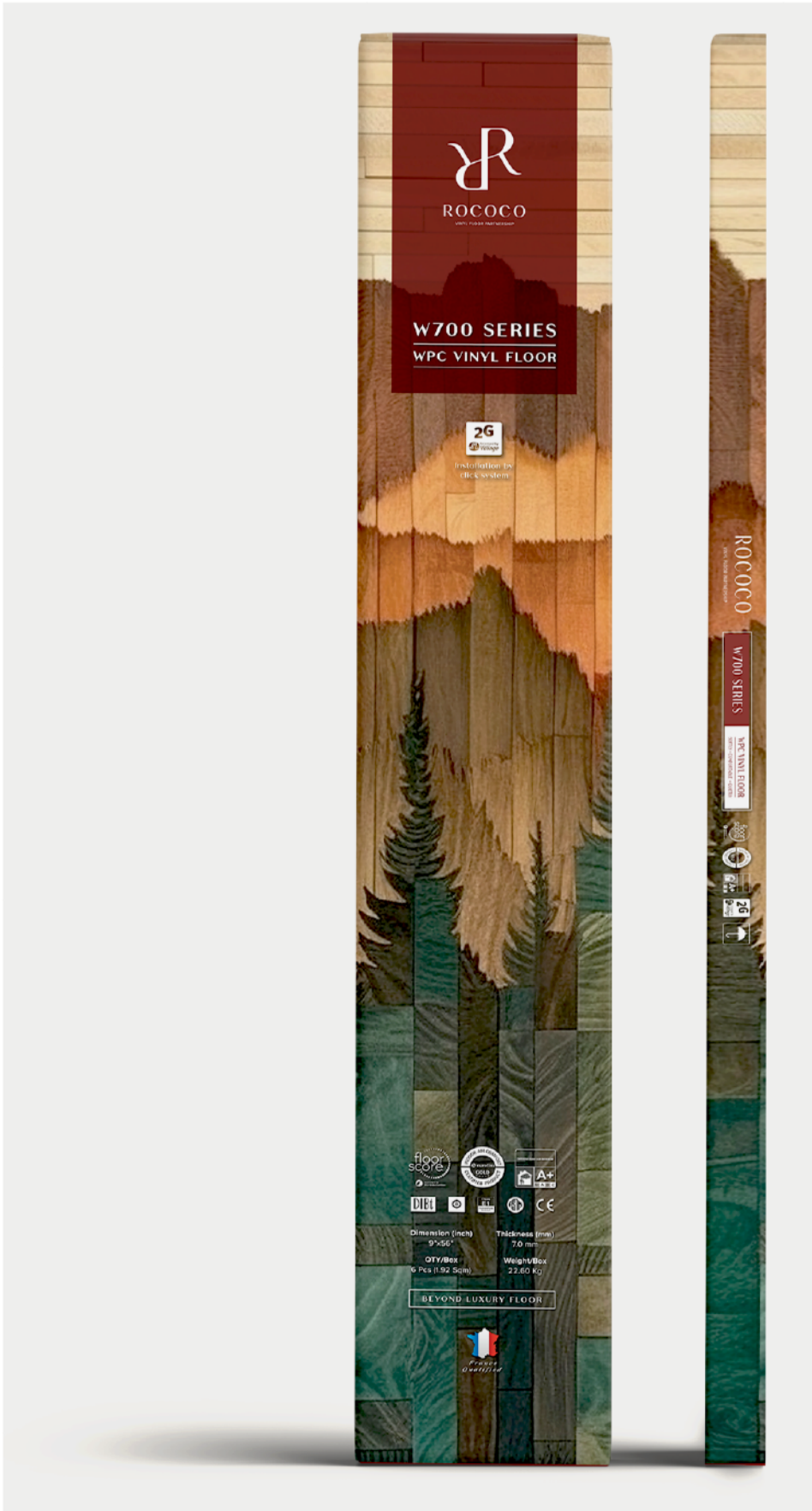


MATERIAL SPECIFICATIONS

| | |
|--------------------------|---|
| Style of Corrugated box: | Die Cut Custom / กล่องลูกฟูก RSC 5 ชั้น ประเภท BC |
| Holding Capacity (Kg): | 11 - 25 Kg |
| Board Grade(No. Of Ply): | Double Wall 5 Ply |
| Paper Grades | Virgin Kraft Paper |
| Material Grade(GSM): | 185/CA125 |
| Color: | Multi Color |
| Surface Coating: | Laminated Coating |
| Property: | -Biodegradable -Moisture Proof |
| Printing System: | Offset |
| Native File Format: | Illustration (.ai) |

- Applications -

W700 SERIES

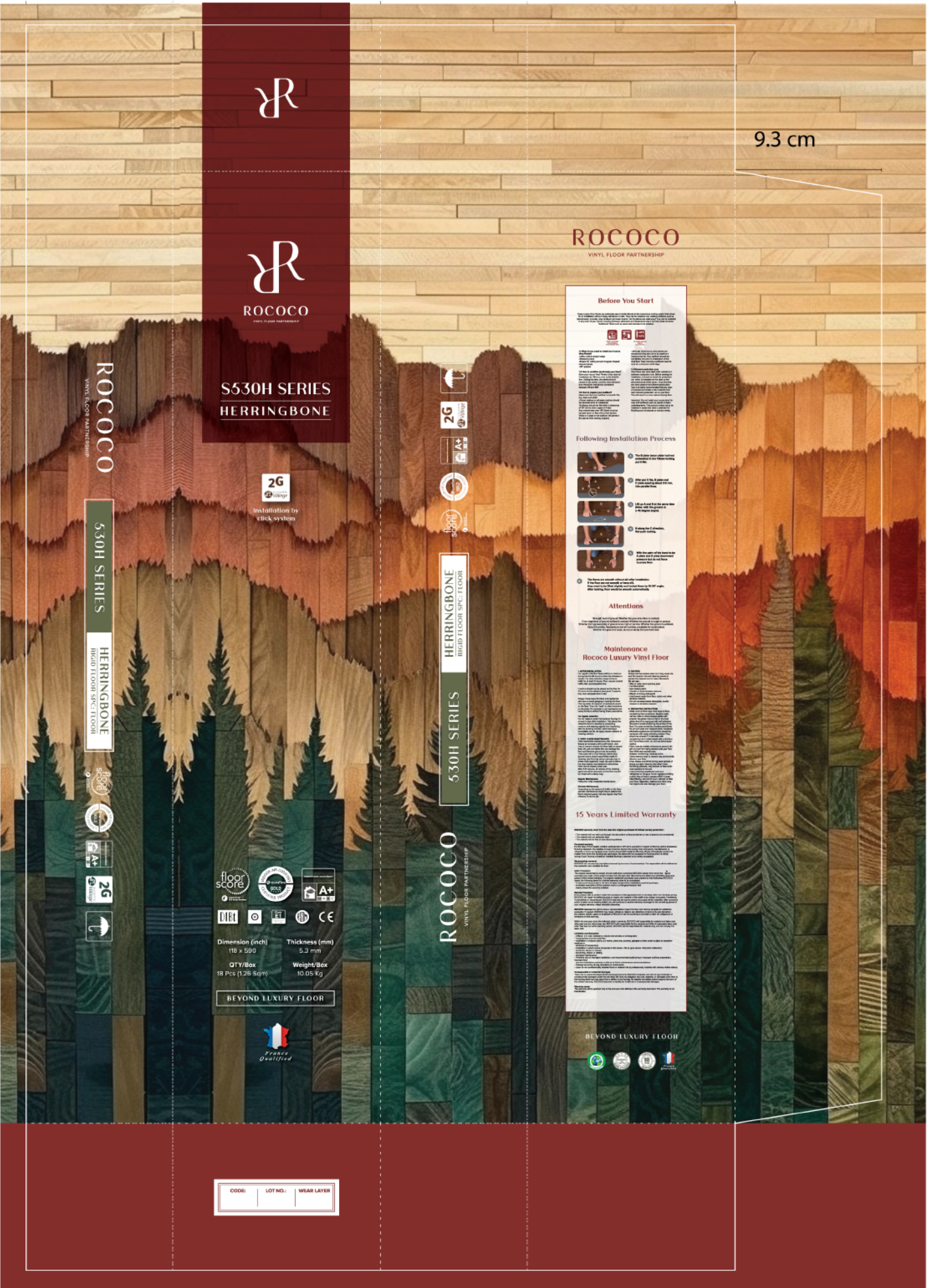


MATERIAL SPECIFICATIONS

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| Paper Grades | Virgin Kraft Paper |
| Material Grade(GSM): | 185/CA125 |
| Color: | Multi Color |
| Surface Coating: | Laminated Coating |
| Property: | -Biodegradable -Moisture Proof |
| Printing System: | Offset |
| Native File Format: | Illustration (.ai) |

- Applications -

S530H SERIES



MATERIAL SPECIFICATIONS

| | |
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| Paper Grades | Virgin Kraft Paper |
| Material Grade(GSM): | 185/CA125 |
| Color: | Multi Color |
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| Property: | -Biodegradable -Moisture Proof |
| Printing System: | Offset |
| Native File Format: | Illustration (.ai) |

Q&A Session

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*If you have any questions,
please feel free to ask*



THANK YOU
FOR YOUR ATTENTION