

January 15, 2008



Guardsman a business unit of Valspar works with Flowdesign to redesign their 93-year-old furniture care products.

Guardsman, located in Grand Rapids, Michigan, has been a leader in the furniture protection industry ever since its founding in 1915. Recently, Guardsman hired Flowdesign of Detroit, Michigan to redesign its brand image, starting with furniture polish. The new design for this product features an actual photo of premium-cut polished wood and incorporates a logo which is both larger and repositioned on the container. The product is enhanced with a background that blends light and dark copper tones, and the cap is finished with a more contemporary looking one-piece spray unit. Flowdesign’s goal was to update the overall look and feel of the Guardsman brand with the use of colors, fonts, real element photos and new packaging materials. “This template of design works well across Guardsman’s cloth, leather, and metal cleaner products by changing out the specific photo for each particular product,” says Dan Matauch, principal of Flowdesign.”