



Pita-Perfect Design

To help develop brand identity and packaging graphics for its new Pita Snax Brand Pita Chips, Pita Products of Farmington, MI, looked to Flowdesign, Inc. where designers helped create fun, eye-popping graphics while also touting the products healthy advantages. A bulls-eye, placed directly in the center of the graphical background of the pouch, was implemented to draw the consumer's attention to the middle of the package that also displays a graphical representation of the pita chips. The flavor callouts and the Pita Chips logo stand out from the red graphical representations in a three-dimensional effect. Each of the five SKUs was given a unique color directly tied to its flavor. —ALR

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