



PRESS RELEASE

HAJOK Design is delighted to receive a German Design Award

The successful relaunch of Naschnatur Nice Tarts is a clear win for the German Design Awards' jury!

Hamburg, 7 January 2025. Hamburg brand agency HAJOK Design has been awarded the renowned German Design Award for the packaging of the Naschnatur mini ice-cream tarts. The international jury of design experts work in the industry, at universities and come from all design disciplines. This year, awards went to 55 nations in 68 categories.

Naschnatur is a start-up company which sets out to prove that healthy food can also be really tasty. Based in Regensburg, Germany, the couple who founded the company developed small ice cream tarts that are full of healthy, vegan and gluten-free energy containing 100% organic quality nuts, oats and fruit. However, the old packaging design simply didn't do justice to the natural ingredients and the innovative product idea. Hamburg creative agency HAJOK Design came up with a new look which expresses the joie de vivre and naturalness of the Naschnatur products.

"I'm always happy when courage is rewarded. We recommended a radical redesign to the owners of Naschnatur to make the personality of their brand more tangible. Now it really has shelf impact! The redesign communicates very clearly and informatively and has high appetite appeal," explains Madeleine Lindner, Managing Director and Creative Director at HAJOK Design.



© HAJOK Design: Naschnatur's packaging design has received a German Design Award.

Elaborate and appetising images of the Nice Tarts were created in HAJOK Design's in-house photo studio. The newly designed logo is boldly presented on a coloured background in the shape of the respective fruit variety. The Naschnatur products are now shown at their best thanks to the clear brand concept and a great contemporary design.

"Right from the beginning, the collaboration with HAJOK Design was characterized by professionalism and an inspiring creative exchange of ideas. The result speaks for itself: a design that not only combines brand values and aesthetics, but also skilfully reflects a real innovation and simply invites the consumer to try our healthy ice cream tarts," says Markus Smarzoch, founder and managing director of Naschnatur GmbH.



© HAJOK Design: After a successful relaunch, Naschnatur now has a charming, contemporary look!

HAJOK Design

Founded in 1997 by designer Klaus P. Hajok, HAJOK Design is one of Germany's leading brand and design agencies. At HAJOK, 45 experts currently work in the disciplines of brand strategy and consulting, naming, packaging design, final artwork and production support. With a focus on FMCG, HAJOK Design develops strategically sound design solutions for national and international customers in the fields of food, pet food, beverages, consumer and personal care. Customers include Adelholzener, Colgate-Palmolive, Fressnapf, Kühne, Melitta, Merz, Rewe, Stollwerck and Unilever.

For more information, please visit www.hajok.com as well as LinkedIn and Instagram.

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