

Wendre is one of the biggest bedding producers in the world. It turns out 12 million blankets and pillows a year for top retailers in Europe. But nobody saw it – there were almost no branded products and even its own workforce had little idea they were producing the better part of the continent's bedclothes.

The challenge was to bring it into the light while keeping it all together – Wendre operates on 41 markets with its 5 factories spread all over the world.

Nothing new was invented. The new identity system takes cues from previous ones – brand name, colour, the folded motif. The company's rich history, fact sheets and values were cleaned up. Now it all tells the Wendre story to people inside the company and out.

Packaging is the most crucial carrier of the Wendre identity. We helped the company to build a coherent product architecture for their own brand. The packaging had to be unmistakably Wendre as well as differentiate quality levels and features across the portfolio.