



DAMEN JACKSON



**Pure Safety™**  
HIGH PERFORMANCE  
INSULATION

# A BREATH OF FRESH AIR

This premium product focused on air quality gets the premium package treatment and stands out against all others in the category.

When Owens Corning created the industry's first asthma and allergy-friendly certified insulation, it was clear that it needed a package as distinct in the category as the product's superior air-quality benefit.

Damen Jackson dressed the Owens Corning Pure Safety insulation with simple and impactful graphics designed to highlight the best-in-category product benefits, connect emotionally with the purchaser, convey a premium position and stand out in store.

### COMMUNICATION HIERARCHY

The simple design architecture allows the purchaser to easily evaluate the product benefits and to understand the value of installing the product in their home.

### PACKAGE GRAPHICS

The imagery of the father and daughter highlights the human element focusing the homeowner's emotional response to the benefits of having a safer, healthier, quieter home. The icons and benefit blocks support this response. They put the tactical facts front and center so that the homeowner not only *feels* that the product is safer, but also *knows* it. The black packaging reinforces the premium position.

### DESIGN IMPLEMENTATION

Printing the design on an extruded poly bag introduced new challenges. Success was realized through deep collaboration with the client, pre-press and print partners through several rounds of press proofing and file retouching. Despite these challenges, the homeowner sees only the simple design architecture.

