

BRIEF: Re-Design Packaging for Chelamin Plus



A micronutrient product of the company Aries Agro Pvt Ltd, it's a micronized free-flowing powder with a high-water solubility. It is the most cost-effective zinc source. Because the zinc has been chelated, it is completely absorbed by the plant through the leaf.

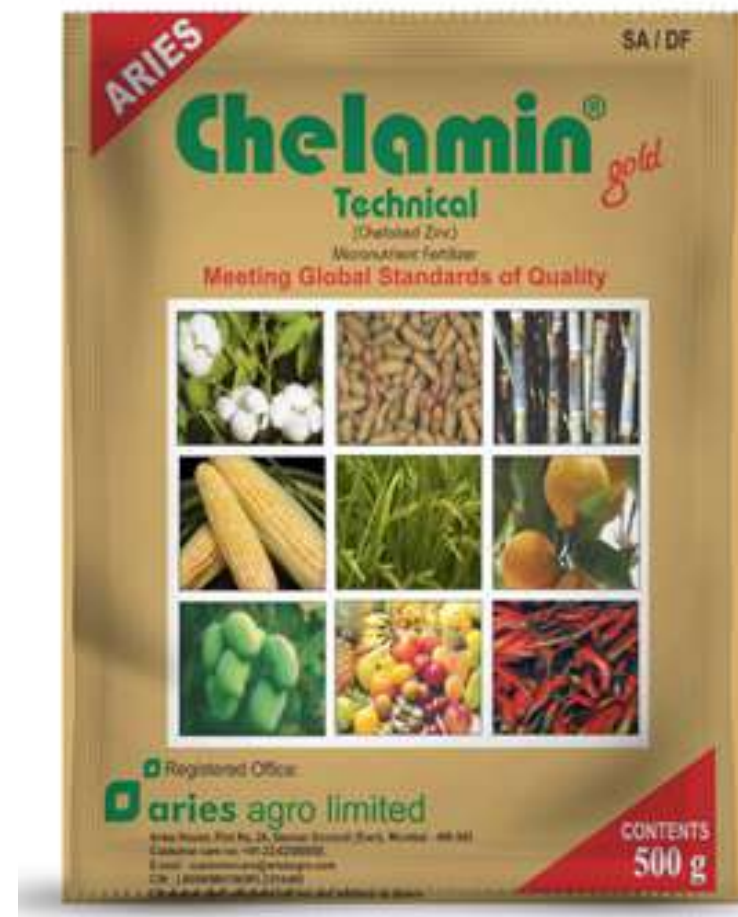
The product is used for various purposes in crops such as, to boost growth rate, to increase yield, to increase plant's resistance to diseases etc.



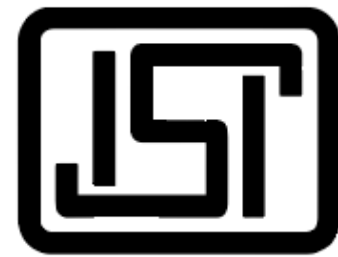
Chelamin



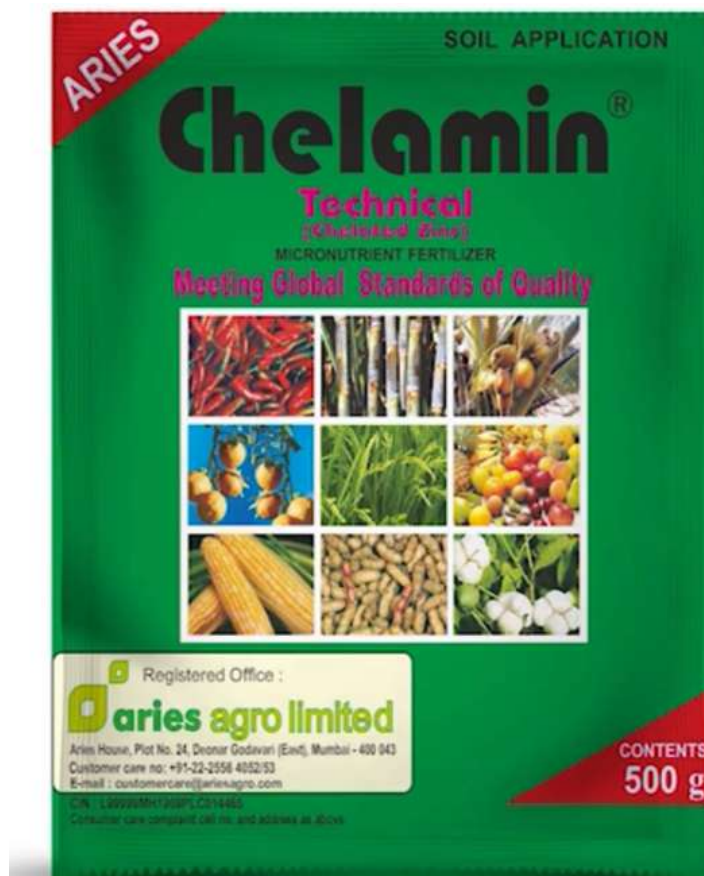
ARIES PRODUCTS



IS:13921:1994



CM/L-6300100780



ANTI-COUNTERFEITING MEASURES

- Implementing unique packaging designs, holograms, QR codes, or other anti-counterfeiting technologies.
- Maintaining strict control over your supply chain, including vetting suppliers and distributors.
- Monitoring the market for counterfeit products.
- Taking legal action against counterfeiters.
- Educating consumers about the genuine packaging features and encouraging them to purchase from authorized sellers can also deter counterfeiting.

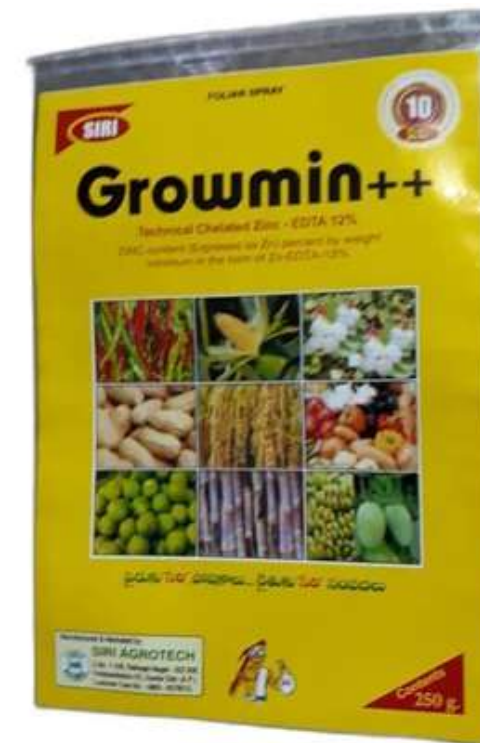
WHY BUYERS BUY COUNTERFEIT PRODUCTS?

- LACK OF AWARENESS
- LIMITED ACCESS TO AUTHENTIC PRODUCTS
- PRICE CONSIDERATIONS



WHY PARTNERS SELL COUNTERFEIT PRODUCTS?

- Profit motive
- Limited access to genuine products
- Market demand
- Lack of ethics
- Unscrupulous business practices

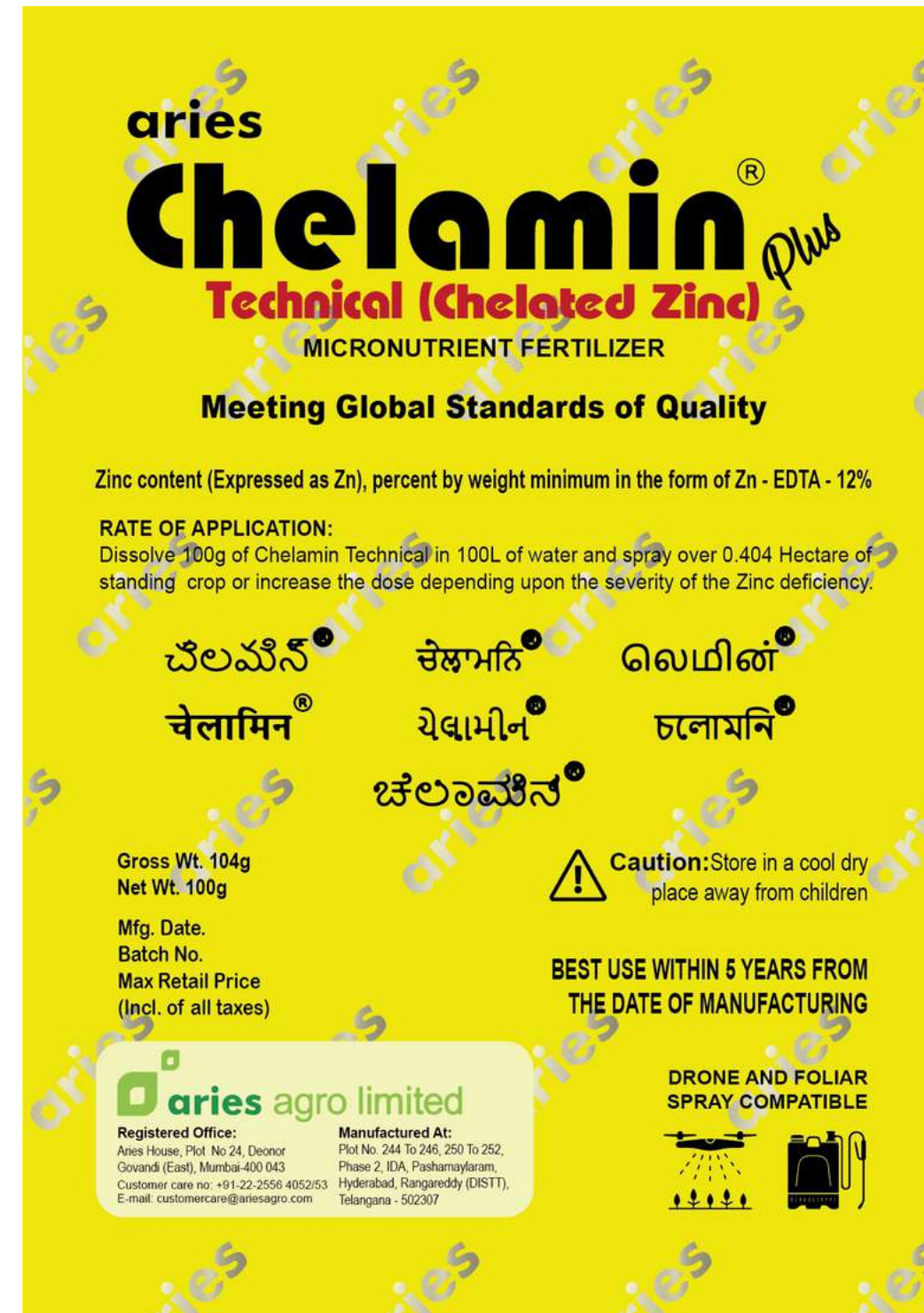


FACTORS CONSIDERED FOR NEW PACKAGING

- STOPPING COUNTERFEITING
- TRANSPORT FRIENDLY PACKAGING
- WEATHERPROOF PACKAGING



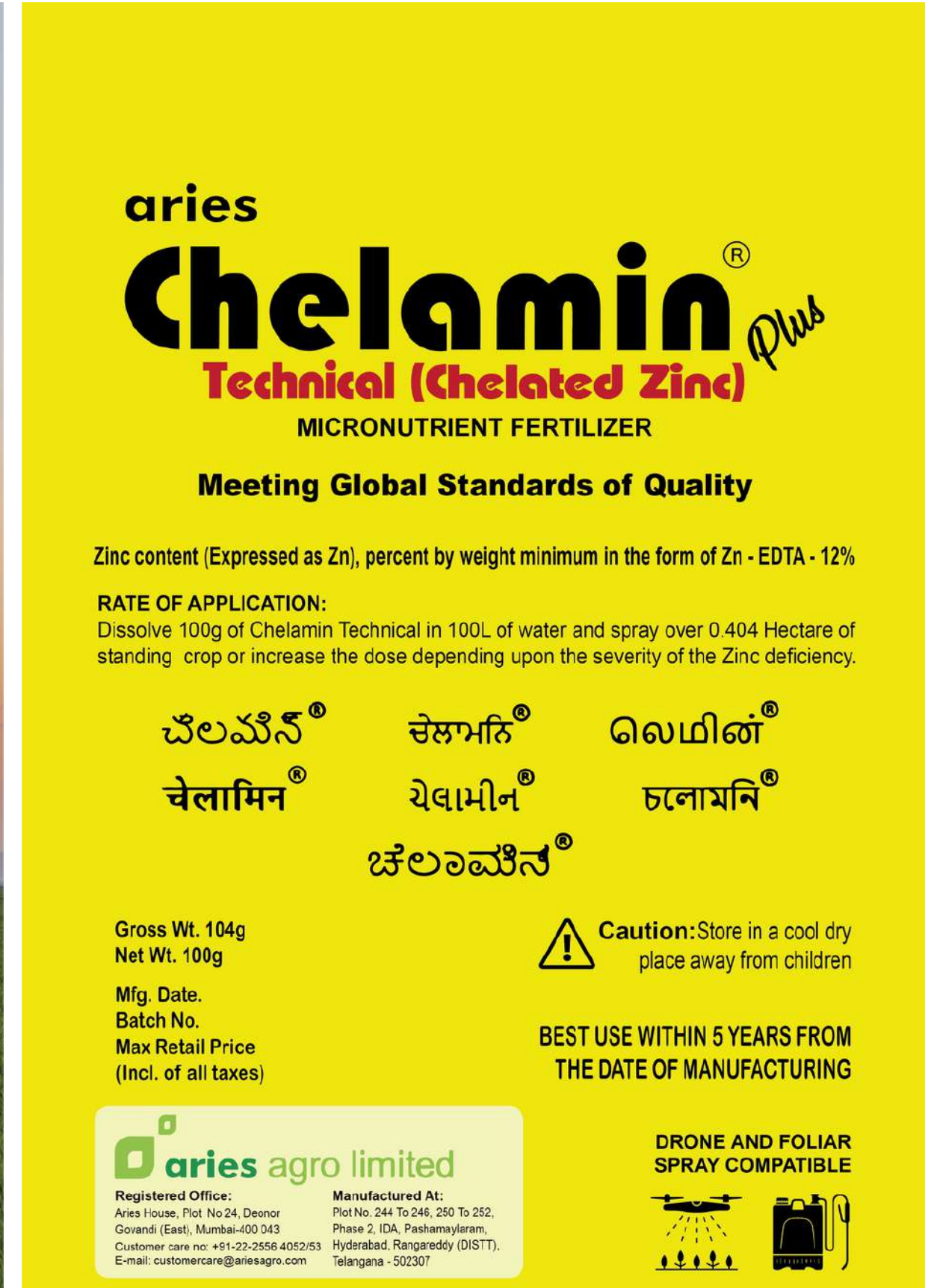
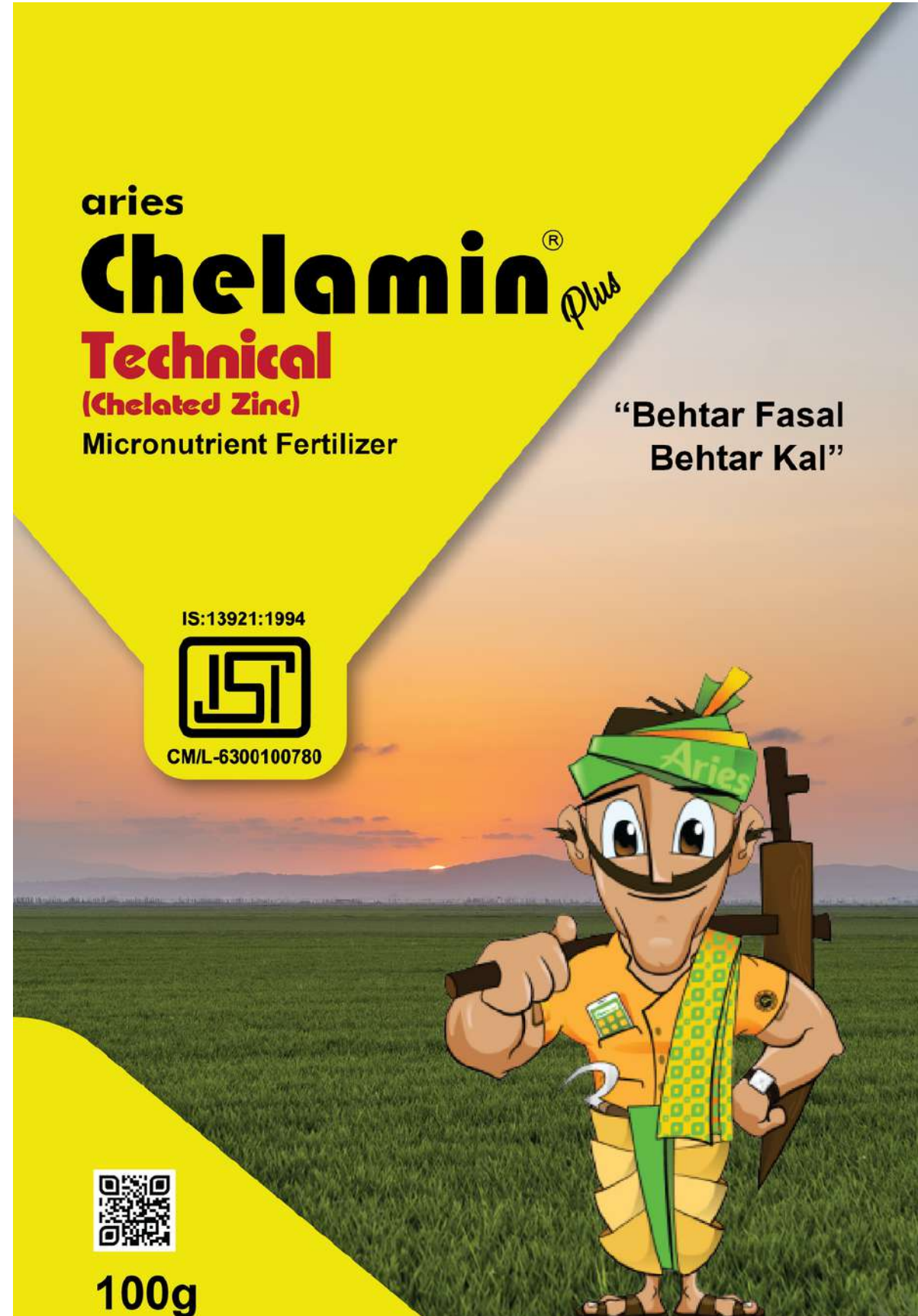
DESIGN ITERATIONS



PATTERN

MINIMAL

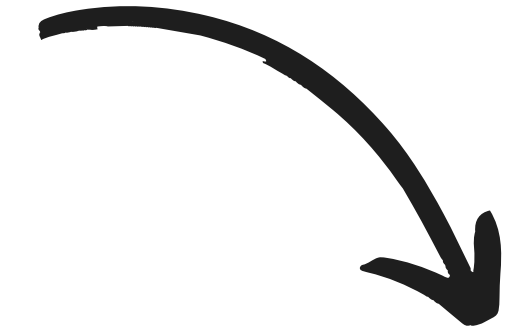
ONLY BRAND SPECIFIC
ELEMENTS



EMPHASIS ON ISI
MARK

INORGANIC SHAPE

2



ELEMENTS FROM THE
BRAND

KEEPING MAJOR COLOR
AT HIGHLIGHT

New

aries
Chelamin[®] Plus
Technical (Chelated Zinc)
MICRONUTRIENT FERTILIZER

“Behtar Fasal, Behtar Kal”



IS:13921:1994



CM/L-6300100780

100g



aries
Chelamin[®] Plus
Technical (Chelated Zinc)
MICRONUTRIENT FERTILIZER

Meeting Global Standards of Quality

Zinc content (Expressed as Zn), percent by weight minimum in the form of Zn - EDTA - 12%

RATE OF APPLICATION:
Dissolve 100g of Chelamin Technical in 100L of water and spray over 0.404 Hectare of standing crop or increase the dose depending upon the severity of the Zinc deficiency.

చేలమిన్[®] చెలమిన్[®] లెమిన్[®]
चेलामिन[®] चेलामीन[®] चलोमनि[®]
ಚೆಲಾಮಿನ್[®]

Gross Wt. 104g
Net Wt. 100g

Mfg. Date.
Batch No.
Max Retail Price
(Incl. of all taxes)

 **Caution:** Store in a cool dry place away from children

BEST USE WITHIN 5 YEARS FROM THE DATE OF MANUFACTURING

 **aries agro limited**

Registered Office:
Aries House, Plot No 24, Deonar
Govandi (East), Mumbai-400 043
Customer care no: +91-22-2556 4052/53
E-mail: customercare@ariesagro.com

Manufactured At:
Plot No. 244 To 246, 250 To 252,
Phase 2, IDA, Pashamylaram,
Hyderabad, Rangareddy (DISTT),
Telangana - 502307

DRONE AND FOLIAR
SPRAY COMPATIBLE

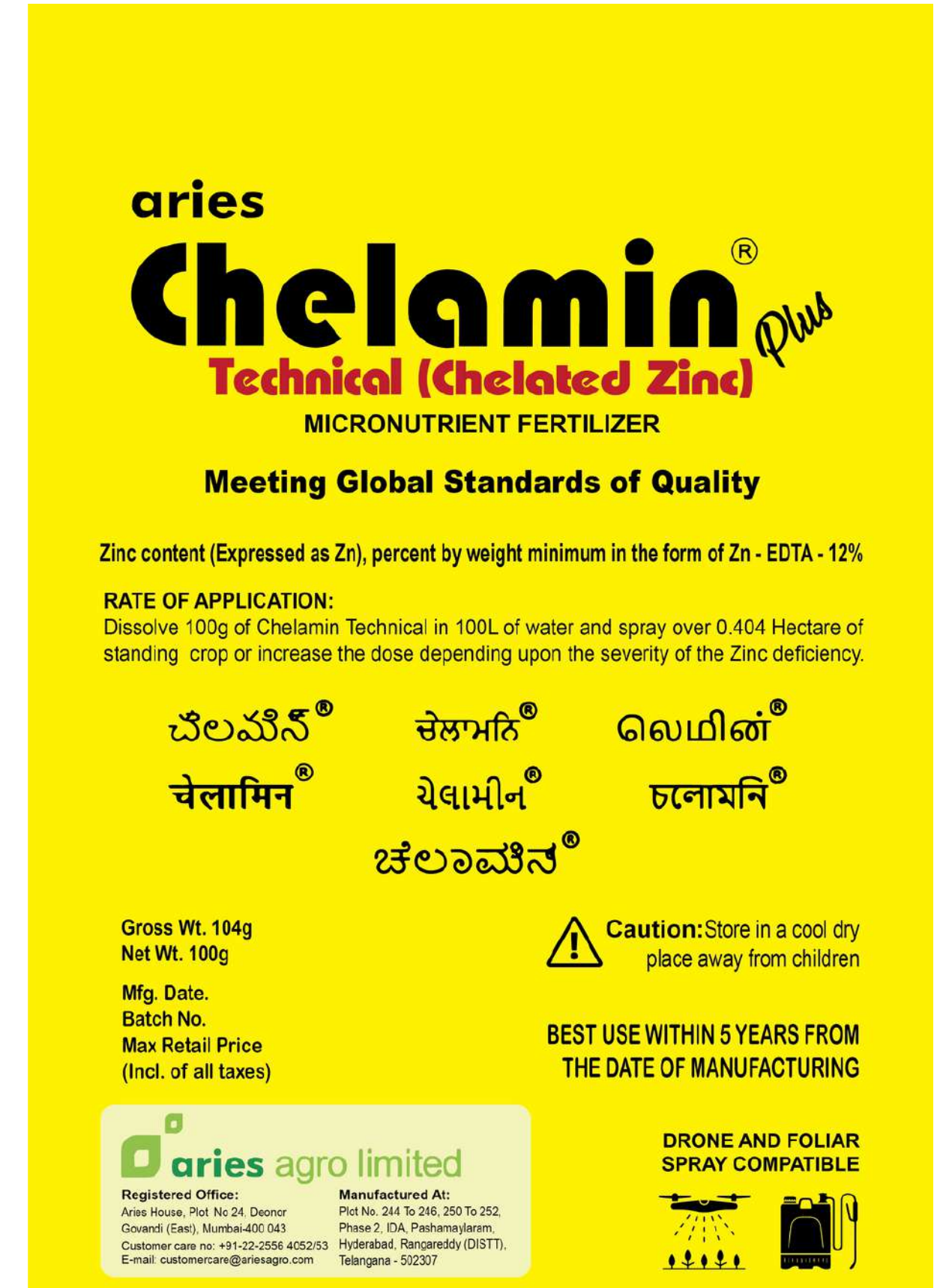
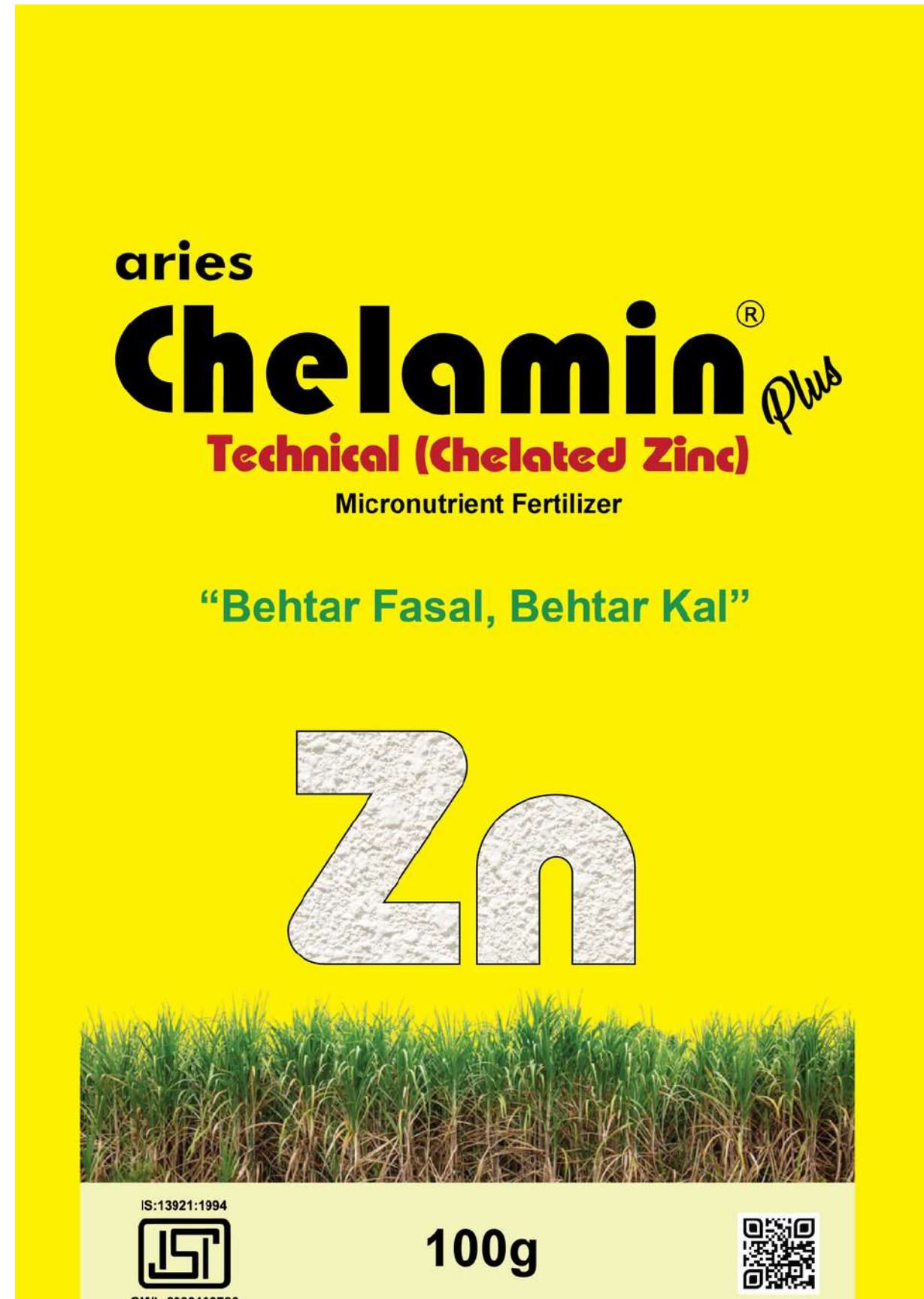



EXCLUSIVITY

ADDING VISUAL SENSE
OF CONNECTION



4



SUGGESTED SOLUTIONS FOR COUNTERFEITING

The pattern with company name and logo repeated throughout works as security feature towards counterfeiting.

Since the company names are trademarked and when being used at too many places are being avoided by counterfeiting companies to stay away from any legal actions against them.



UNIQUE IDENTIFIER
TAMPER-PROOF
RAPID RESPONSE



The company provides an anti-counterfeiting solution to encrypt cryptographic signature on artwork of the package making the package digital. The encrypted signature is invisible to the naked eye and can be retrieved using any smartphone.

Their unique cloud-based solution uses a combination of AI and cryptography to identify authentic products thereby offering counterfeit protection to your brand.

**Easy to deploy and use,
Impossible to crack.**

Quick

Verify the signature in seconds with a smartphone.

Secure

Invisible signature makes it impossible to replicate.



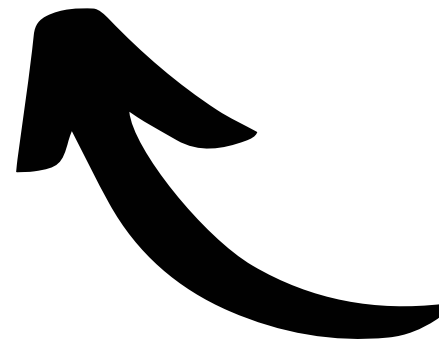
48 hrs

Generate an invisible signature for your product packaging in 48 hours.

In a snap

Consumers can easily authenticate your product, with just a scan.

This QR Code takes the user to the authentication page of Ennoventure.



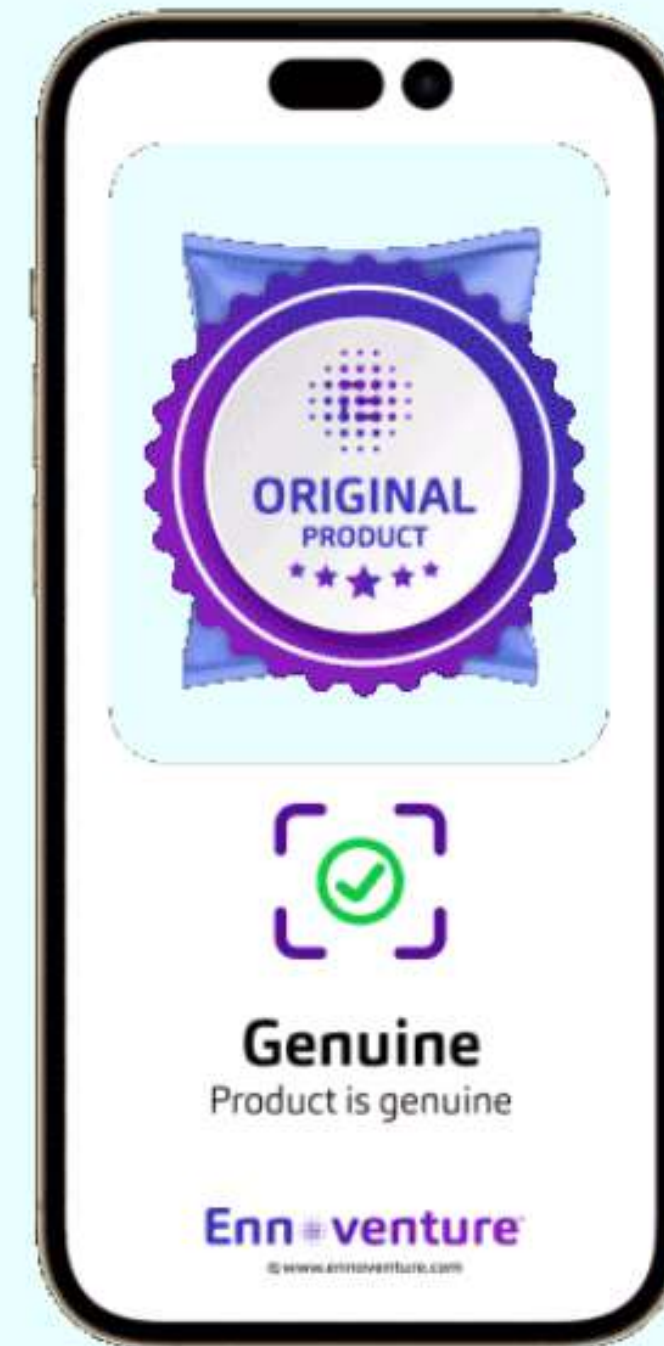
Integrated



Invisible

Authenticate

Your products can be authenticated using a smartphone.

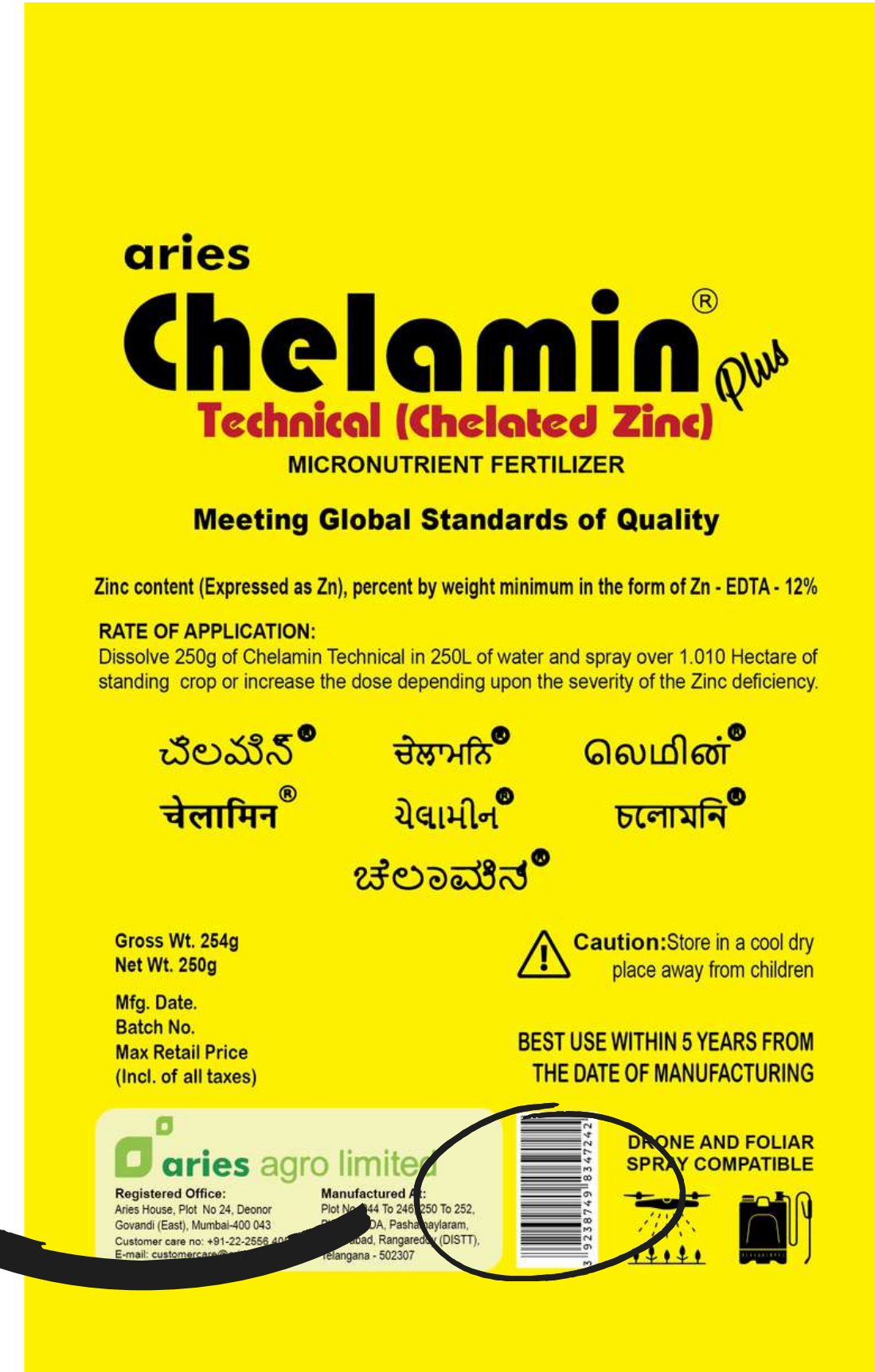


BARCODE

Meeting global
Standards

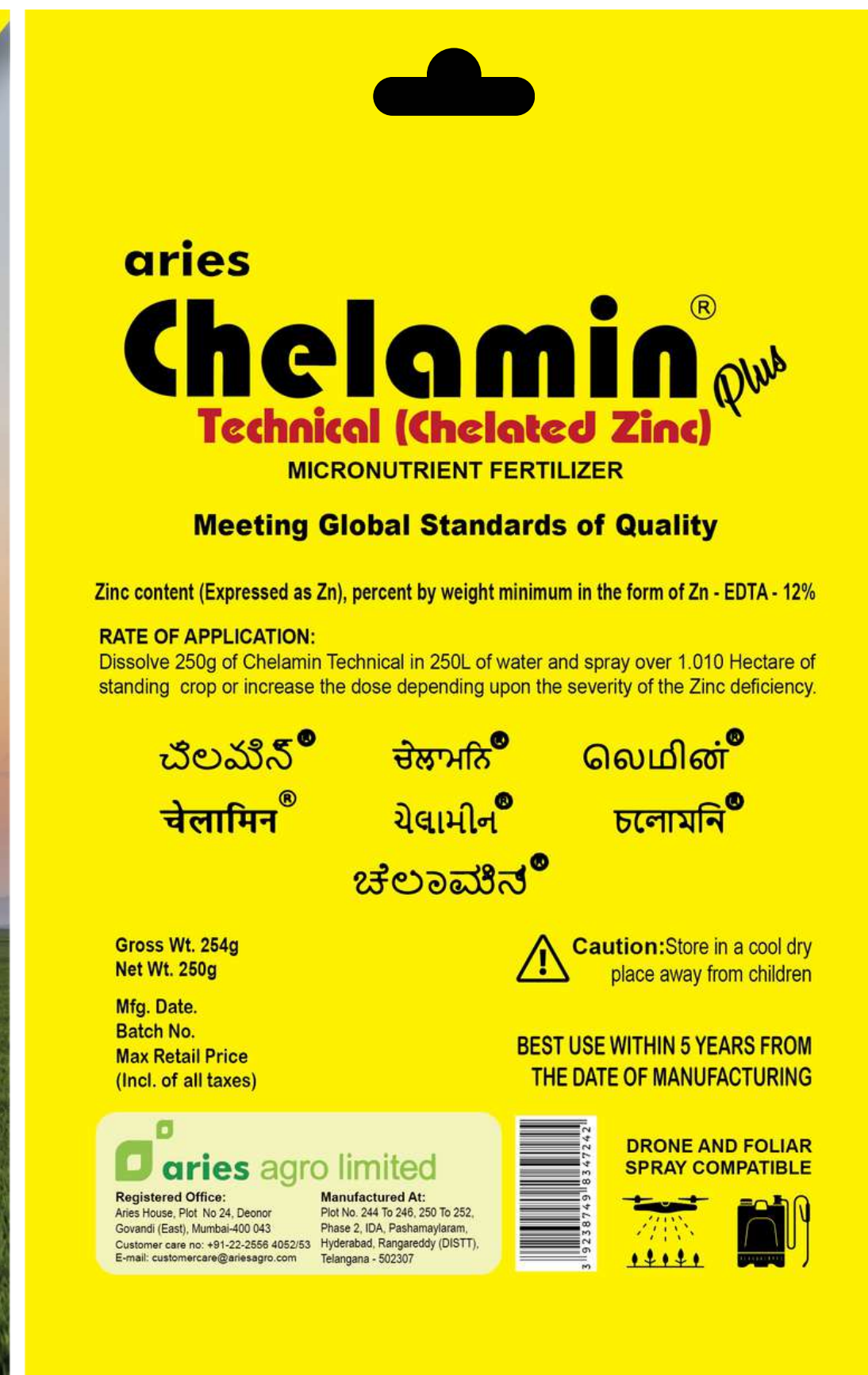
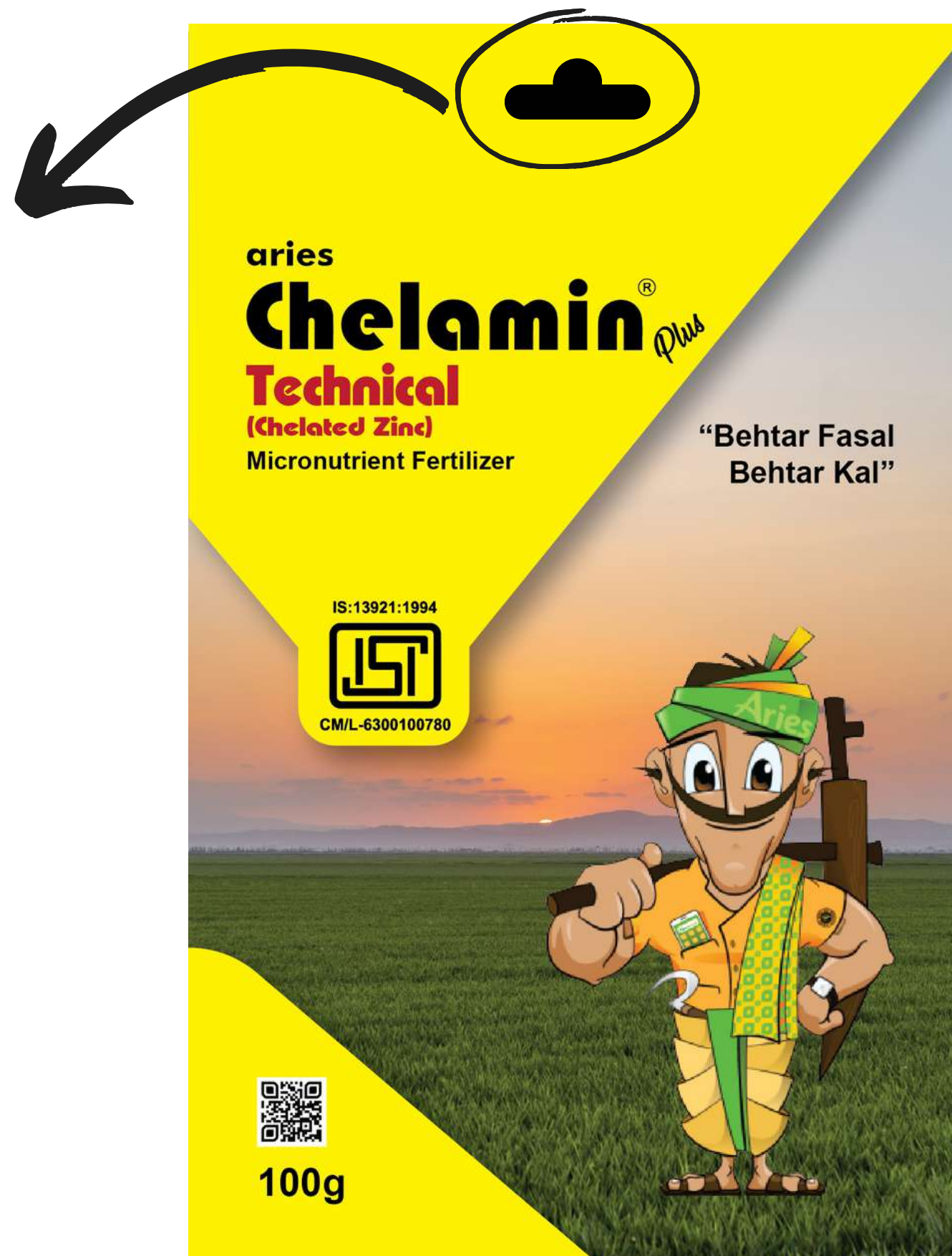
Convenient and fast

Layer of security



PUNCH HOLE

Offers the product visibility by giving accessibility to hang it.



MOCKUPS

