

Quality has a new look.

EXCLUSIVE ONLY
to our pouch
packaging –
micro text and
tone-on-tone
printing "the global
specialist".

Color shift
logo changes
from black
to red to
green.

Back of pouch
contains micro
text "the global
specialist" around
perimeter of
green label.

Special
tone-on-tone
white text
"the global specialist"
in background.

Nunhems
Gradient Bar
on both front
and back of
the bag.



Introducing Nunhems' Redesigned Product Packaging.

What

New Packaging

Nunhems has redesigned its entire line of packaging with the simple goal of improving our customer experience. The result is several tangible changes to our entire product line:

Uniform design makes all packaging instantly recognizable as Nunhems seed.
Logo, tagline and gradient bar align with our brand standards.

New sizes and types of packaging for some varieties.
The total number of packaging sizes has been reduced, simplifying logistics.

Block bottom packaging on all larger pouches make storage and handling easier.
Recently introduced for carrot and onion, this provides a very attractive, upright package with a wider range of packaging weight per pouch.

Common industry terms make it easy to understand precisely what's inside.
Most product brands such as Precinun and Nuncote have been eliminated and replaced with commonly recognized words: (un)treated, primed, pelleted, encrusted, sized, etc.

When

Early-2011

The new packaging is being introduced now, with the entire transition expected to be complete by early-2011. In the meantime, rest assured that no matter the packaging your Nunhems seed arrives in, it is the same high quality hybrid seed you've come to rely on.

Where

Globally

These changes will unify our packaging in every market.