



FLATWIRE MADE AN INVISIBLE PRODUCT STAND OUT.

## Packaging and website clearly conveyed product benefits against its competitors.

**CHALLENGE** » FlatWire, maker of a flat, “invisible” wire for home decor and home electronics applications, needed packaging and a website that engaged customers, regardless of their gender.

**SOLUTION** » Soloflight chose to focus on the simplicity of the product. We wanted it to seem approachable and doable for those unfamiliar with electronics, while still seeming technical and practical to those on the cusp of electronic innovations. On the packaging and the website, we appealed to both groups through a balanced use of photography, illustration, typography and color. Lifestyle photography, bold colors and handwritten type spoke to the DIY audience. And technical illustrations, icons, graphics and a dominant sans-serif typeface were used to connect with the more technology-minded audience.

**RESULTS** » More consumers across North America have become aware of FlatWire’s “invisibility.” As FlatWire continues to extend its product lines, it has continued to partner with Soloflight to design additional packaging, brand guidelines and brand presentations.