



**PRESSTO GIVES COOKBOOKS A RECIPE FOR DESIGN INNOVATION.**

## Printable library of recipes for your computer.

**CHALLENGE** » Redesign a product and launch a new brand.

**SOLUTION** » Soloflight partnered with Mindfull Products - creators of Pressto - to explore new designs for the product and then create a brand that positions the product as a modern solution to an age old problem. For the product itself, we took an environmental approach by creating the binders out of chipboard with recycled content and printing subtle textures on the covers that would coordinate with any kitchen. The kit includes custom designed, paper for printing the recipes, a rubber band on the cover to store recipe clippings for entering into the software, a CD of the software with a built-in brochure on the environmental case (no plastic) and tab dividers for organizing the recipes. The brand was updated with a new logo, collateral and website.

**RESULTS** » The redesign enhanced the Mindfull product recognition in the cook book industry and drove sales up by 10%.