



# QUICK START GUIDE

DUTCHCREATIVEBRANDS.COM

## ABOUT



Established in 1986 as Vacu Vin in **The Netherlands**, we've been selling in the U.S. since the beginning.



We're a **family-owned** company, recognized for its quality, social responsibility and agility.

## BRANDS



A **worldwide authority** in wine and bar accessories and the home of the original Wine Saver.



The Vacu Vin range includes over **120 products** and is steadily growing each year.

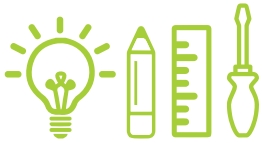


**Innovative and affordable** tools for your kitchen. Twenty- ve years ago we invented the Pineapple Slicer.



Now we have a full line of **problem-solving** kitchen gadgets that are designed to inspire.

## CAPABILITIES



With our in-house **Dutch Design** & engineering team, anything is possible! From idea generation to product and packaging production.



Dedicated QA and QC professionals ensure **Made in Europe** quality standards for our products.



Offering a broad range of display, CDU and rack options, or custom design of **POS solutions**.



Experienced in **private label** and loyalty programs, from product customisation to packaging design.



We are **experts** in our categories, winning dozens of product and design awards.



...percent of our products are made, assembled or packed in **Holland or Europe**.



...of our products are assembled or packed in our on-site, socially responsible **supported workplace**.



We are participants in the world's largest collaborative platforms for sharing **responsible sourcing** data on supply chains.

## CUSTOMERS



To name but a few! We have been providing excellent **customer service** to thousands of retail partners for 30 years...



...including those who make use of our **private label** capabilities, from product design and customisation to packaging and POS solutions.

## LICENSING



Trusted by **major brands** to manufacture and deliver custom, licensed product.



Our European design team will deliver **product ideas** and customization options, including prototyping, within 30 days

## 2018



Our designers are two-steps ahead of consumer trends, ensuring that we deliver innovative product **before the competition**.

In 2018 we will deliver new and improved **marketing support** for our brands, ground-breaking new products and expert knowledge of our product categories.

**Contact us to explore opportunities!**  
Phone: 704 882 3521  
E-mail: customerservice@icbrands.com

# ARTWORK CUSTOMIZATION



## PRIVATE LABEL OPTIONS

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Many of our customers choose our standard packaging, as it is already optimized for optimal performance.

The custom artwork is then either developed by our designers, or provided to us.

This page showcases but a few of our private label projects.



A minimalistic, slightly adapted standard window box of the colored vacuum stoppers. For Crate&Barrel.



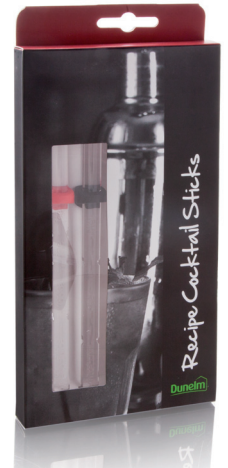
A range of product packaging, with customized artwork in a classic, clean style. For Williams-Sonoma.



A classic example of how artwork can give existing products a private branded identity, illustrated by two examples of a packaging design for supermarket & hypermarket retailer Auchan.



Customized artwork on standard packaging, supporting produce sales. For Fyffes.



Artwork adapted for a range of cocktail related products. For Dunelm.



Simple, effective design matching the convenience of the Popsome Candy dispenser. For Haribo.



Packaging series, with styling design and foil print for a luxurious feel. For M&S Home.



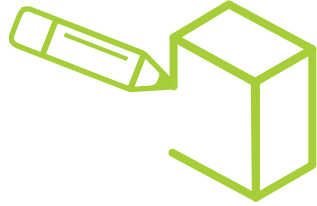
Designed for differently themed product assortments, these designs for German retailer Tchibo differ in color but are still very much recognizable as part of the same private label program.

# TAILOR MADE PACKAGING



## PRIVATE LABEL OPTIONS

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Some situations surrounding brand identity, logistical needs or alternative product configurations call for other than standard packaging.

In those cases, our dedicated packaging specialists can create designs that are tailor made to your needs.



PET box with stylish monochrome design. For Crate&Barrel.



Slightly customized packaging design with a classic look&feel. For Williams-Sonoma.



A combination of custom product design and specialized packaging design: the Tomato Box, with its packaging integrated in a bucket of snack tomatoes. For Tommies.



A minimalistic packaging for the Pineapple Slicer, occupying less space than the standard card. For various retailers.



Another example of space saving packaging. For various retailers.



Private label solution for Party People picks, minimizing space while maximizing communication. For Vivess.



Packaging for Party People Glass Markers, designed with space and cost reduction in mind. For supermarket chain Albert Heijn (Ahold).



Customized products or product sets, for gift or loyalty program purposes, often require packaging that fits specific requirements and add extra communication value to the products. This wine accessories set is one of the many examples, designed for the Spanish BBVA bank as a gift for new clients.

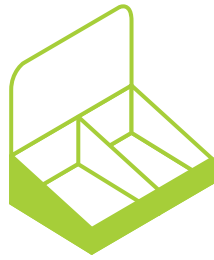




# PRIVATE LABEL OPTIONS

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# PROMOTIONAL PACKAGING & POS



For promotional items, special packaging can be developed that highlight the product by itself, or in combination with other (food) products.

Custom POS display designs provide both convenience as well as additional sales boost.



Promotional packaging for a small set of Glass Markers, designed to hang around the neck of a bottle.



Two-tier counter display for the Jelly Belly Popsome dispenser.



Special gift boxes and loyalty program packaging, based on co-branding and maximum gift value. For various retailers, including Soriana.



Various concepts for promotional sales of Pineapples and the original Pineapple Slicer. The biggest challenge to solve was to combine the two items without losing communication value or portability. For various clients, including Dole.



Specially designed counter display for Tomorrow's Kitchen branded Pineapple Slicers. For various retailers.



Various single-tem packaging designs, intended for promotional sales of liquors and wines.



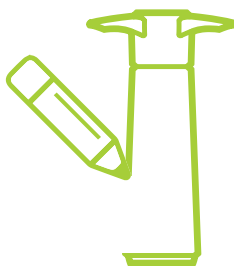
Set of three aerators in single gift packaging (bow-tied ribbon not shown) and remainder box, specifically developed for home shopping distribution. For QVC.

# PRODUCT CUSTOMIZATION & DESIGN



## PRIVATE LABEL OPTIONS

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In many cases, private label product requirements go well beyond customized packaging artwork.

Whether it's logo printing, custom product colors or even completely new product development, we have both the capabilities and drive to deliver exactly what you need.



Multi color pad printing capabilities are available for almost every surface and material type.



Plastic parts can be customized to almost any color. Choose from standard available colors or specify a specific color code. Food safety testing will be performed where applicable.



For metal surfaces, laser engraving or etching techniques are a more exclusive alternative to pad printing.



The Active Cooler range can be manufactured with a fully customized decorative top layer, giving it a completely bespoke look. For maximum customization in large quantities, Active Coolers can even be designed in special designs or for specific use.



The ultimate step in private label customization is completely new product design. Our team of design, engineering and quality specialists can develop the perfect unique solution, from marketing strategy to packaged product.