



consumer

*Product line packaging
for consumer
housewares
manufacturer.*

Classic

c o l o r s

d i m e n s i o n s

s a t i n e



CGS International

The Problem

Consumers knew CGS International by its best-selling flatware pattern, Classic. The company wanted to extend its success with Classic into new product lines.

The Solution

Vaughan & Company created multiple sub-brands with the Classic name anchoring the line extensions. Each new pattern was linked to the Classic moniker to create maximum impact on the retail sales floor. The broadened assortment and new packaging resulted in increased shelf space and support from retailers.