



# Design Proposal

Prepared for:

Arbour Products Team



Prepared by:

C K Enterprises, Inc.

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t C K, we believe Clean is a destination.

Every product we make and every person we employ understands that no matter the mess, we've got a product that can clean it. For us, Clean is the place where everyone wants to be.

Luckily our founder, Charlie Kunkel III, discovered how to get there over 40 years ago. And he's been guiding others to the promised land ever since.

Whether it's through private labeling our products, offering quality car wash soaps and detergents, cleaning food plants, or printing labels, signs, and marketing materials, Charlie has always done things one way: **right.**

From the beginning, he's put his people first, believing that the way you treat people is the only true thing that matters.

That philosophy turned C K Enterprises Inc. from one man and a mixing tank to a 133,000 square foot campus, employing over 450 people across the United States, blending around 200,000 gallons of chemical every month, and printing over 3,000,000 labels per year.

## **COME TO CLEAN WITH US.**

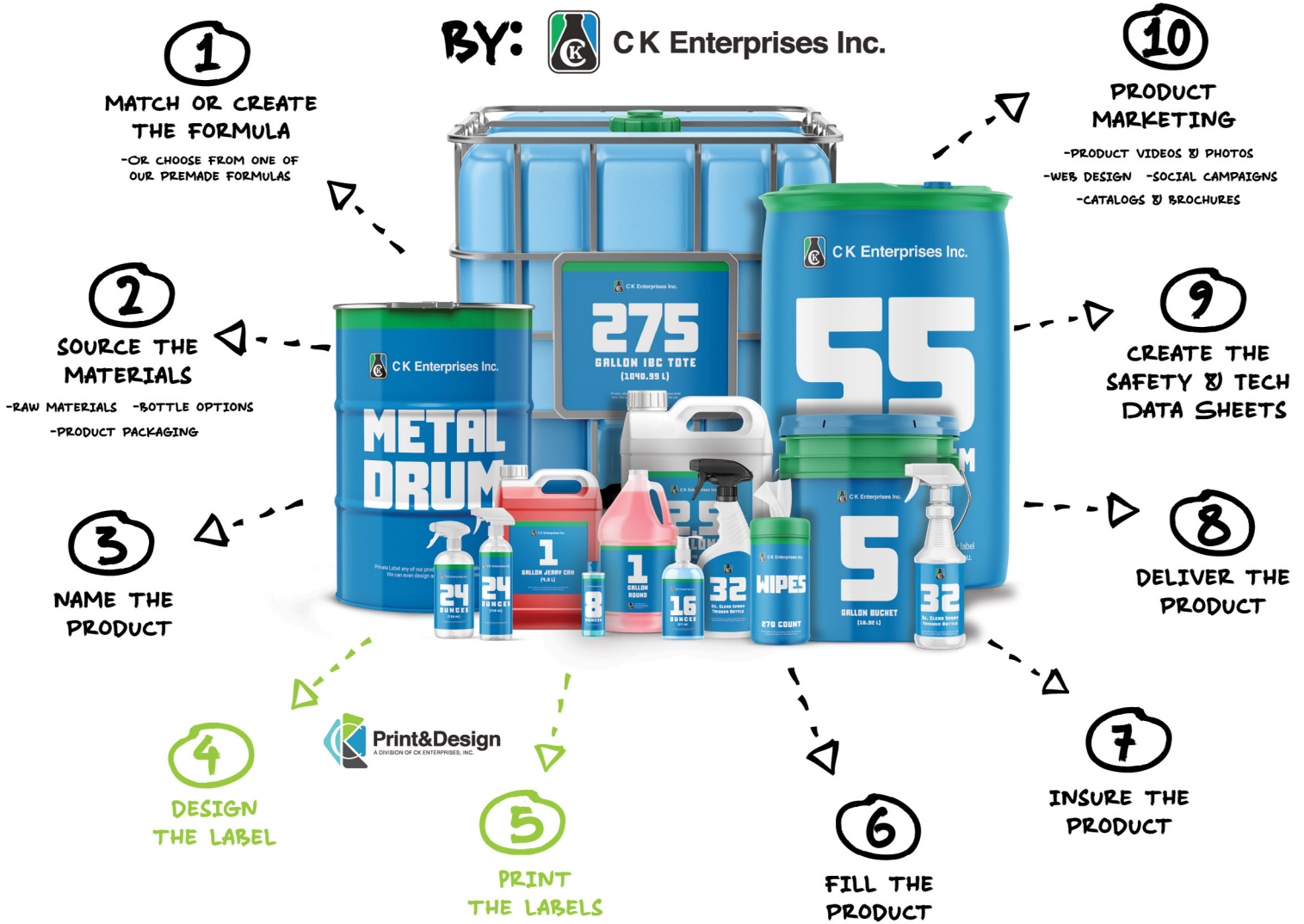
There's plenty of room and it always smells great.



**C K Enterprises Inc.**

# Custom Packaging & Private Label Services

BY:  CK Enterprises Inc.



## SOME STATS

WE MIX **200,000** GALLONS PER MONTH.

That's enough to fill 3½ Olympic-Sized Swimming Pools every year! And we're not even counting powders!

WE HAVE **75+** YEARS OF FORMULATING KNOW-HOW.

Combined, our head chemist and our CEO have over 75 years of product-specific knowledge. Simply put, when it comes to product chemistry, they know their stuff!



THE ONLY CHEMICAL COMPANY YOU'LL NEED.

[CKEINC.COM](http://CKEINC.COM)  
1-816-524-1304

# Proposal Overview

Arbour has requested that C K Enterprises help design a brand structure for their overall product offering. As new products and new product categories are added, Arbour would like to have a way for customers to visually differentiate their products while staying as close to the current label design structure as possible.

The idea is to design a brand pattern for labels that will allow the consumer to easily identify the Arbour brand across the 5 different Arbour product categories:

HOUSEHOLD, LAUNDRY, PET, BABY/KIDS/MOM, and OUTDOOR. (See p.5 for a full product list)

## SOW #1

### Current Products:

- Need “12 oz sample sized versions” of 6 products: Everyday Spray, Everyday Dish Soap, Odor Remover, Stain Remover, Laundry Detergent Free+Clear, Activewear Detergent
- Need “PRO Versions” in our NEW LOGO and layout/design: 9 products because the Everyday Spray also has the 32 oz triangle bottle size
- New Mechanical for Laundry Detergent Free+Clear to include the AAS “certification”

### New Products:

- Ideally, we’d have a trial, retail, and pro size of each of the products
- **Priority #1** - scented products of Hand and Dish Soap (15 total labels) - need to ID Pantones and Scent names - see working ideation files
- **Priority #2** - Stainless Steel Spray and DeGreaser (3 sizes each = 6 labels) - need to ID Pantones and Scent names - see working ideation files \*Maybe there is ONE “arbOUR” master scent by “category” to keep colorways simpler? I.e. Forest Fresh, or Meadow Fresh - see fragrance nomenclature listings for ideations
- **Priority #3** - Full Retail and Outdoor Assortment - so many possibilities - we need to ID Pantones or do we want to sub-brand anything? Lots of varying sizes and shapes here, so this is a bit of a creative review
- Wipes in different sizes (smaller/samples, etc.) - but we don’t have packaging yet



In this proposal you will find detailed pricing options based on Arbour’s current request. Please note that these prices are subject to change at any moment.

# Arbour Product List

BR = Boston Round

LNBR = Long Neck Boston Round

JUG = Jug

TB = Triangle Bottle

\*LABEL NEEDS TO BE DESIGNED

## HOUSEHOLD

## LABEL SIZES

## BOTTLE TYPE

Everyday Spray	12 oz*, 16 oz, 32 oz, 1 Gallon	BR12, BR16, TB32, JUG1
Everyday Wipes	120 wipes, 300 wipes	Canister, Large Tub
Daily Dish Soap (Unscented)	12 oz*, 16 oz, 1 Gallon	BR12, BR16, JUG1
<b>Daily Dish Soap (Scent 1)*</b>	<b>12 oz*, 16 oz*, 1 Gallon*</b>	<b>BR12, BR16, JUG1</b>
<b>Daily Dish Soap (Scent 2)*</b>	<b>12 oz*, 16 oz*, 1 Gallon*</b>	<b>BR12, BR16, JUG1</b>
<b>Daily Dish Soap (Scent 3)*</b>	<b>12 oz*, 16 oz*, 1 Gallon*</b>	<b>BR12, BR16, JUG1</b>
Daily Hand Soap (Unscented)	12 oz*, 1 Gallon	BR12, JUG1
<b>Daily Hand Soap (Scent 1)*</b>	<b>12 oz*, 1 Gallon*</b>	<b>BR12, JUG1</b>
<b>Daily Hand Soap (Scent 2)*</b>	<b>12 oz*, 1 Gallon*</b>	<b>BR12, JUG1</b>
<b>Daily Hand Soap (Scent 3)*</b>	<b>12 oz*, 1 Gallon*</b>	<b>BR12, JUG1</b>
<b>Stainless Steel Cleaner*</b>	<b>12 oz*, 16 oz*, 1 Gallon*</b>	<b>BR12, BR16, JUG1</b>
<b>"Household" DeGreaser*</b>	<b>12 oz*, 16 oz*, 1 Gallon*</b>	<b>BR12, BR16, JUG1</b>
<b>Glass Cleaner*</b>	<b>12 oz*, 16 oz*, 1 Gallon*</b>	<b>BR12, BR16, JUG1</b>
<b>Tile + Grout *</b>	<b>12 oz*, 16 oz*, 1 Gallon*</b>	<b>BR12, BR16, JUG1</b>
<b>Oven Cleaner*</b>	<b>12 oz*, 16 oz*, 1 Gallon*</b>	<b>BR12, BR16, JUG1</b>
<b>Drain Opener*</b>	<b>12 oz*, 16 oz*, 1 Gallon*</b>	<b>BR12, BR16, JUG1</b>
<b>Shower Cleaner*</b>	<b>12 oz*, 16 oz*, 1 Gallon*</b>	<b>BR12, BR16, JUG1</b>

## LAUNDRY

Stain Remover	12 oz*, 16 oz, 1 Gallon	BR12, BR16, JUG1
Odor Remover	12 oz*, 16 oz, 1 Gallon	BR12, BR16, JUG1
Laundry Detergent (ActiveWear)	12 oz*, 16 oz, 1 Gallon	TBD, LNBR16, JUG1
Laundry Detergent (Free+Clear)	12 oz*, 16 oz, 1 Gallon	TBD, LNBR16, JUG1

## PET

<b>Everyday Crate Cleaner*</b>	<b>12 oz*, 16 oz*, 1 Gallon*</b>	<b>BR12, BR16, JUG1</b>
<b>'Pet Safe' Odor Remover*</b>	<b>12 oz*, 16 oz*, 1 Gallon*</b>	<b>BR12, BR16, JUG1</b>
<b>'Pet Safe' Stain Remover*</b>	<b>12 oz*, 16 oz*, 1 Gallon*</b>	<b>BR12, BR16, JUG1</b>
<b>Everyday Detergent (F+C)*</b>	<b>12 oz*, 16 oz*, 1 Gallon*</b>	<b>BR12, BR16, JUG1</b>

## BABY/MOM/KIDS

<b>Diaper Bin Odor Remover*</b>	<b>12 oz*, 16 oz*, 1 Gallon*</b>	<b>BR12, BR16, JUG1</b>
<b>Baby Safe Stain Remover*</b>	<b>12 oz*, 16 oz*, 1 Gallon*</b>	<b>BR12, BR16, JUG1</b>
<b>Everyday Detergent (F+C)*</b>	<b>12 oz*, 16 oz*, 1 Gallon*</b>	<b>BR12, BR16, JUG1</b>

# Here's some other things we do:

## A LA CARTE



### brand design

This service includes creating key brand elements such as the logo, color scheme, typography, and other design elements that make your brand stand out from competitors, and recognizable to consumers. This also includes a brand standards guide.

**Starts at:** \$5,800



### social media strategy

A social media strategy starts out by developing three to four target marketing personas. We then create an in-depth competitor analysis and based on those, we'll devise a core content strategy for each social media outlet that includes a consistent brand tone across each channel, with sample content included.

**Starts at:** \$3,600



### photography

Need product photos? Professional headshots for your employees? Or how about company culture and lifestyle photos to enhance your brand? Product photography? You name it, we can do it.

**Starts at:** \$95 per hour



### social media management

What is a plan if you don't implement it? Our social media management services include scheduling, posting, responding, and engaging your followers on different social media channels. This also includes targeting, creating, and managing social media ads (if there is a budget for them).

**Starts at:** \$1,800 per month + ad spend



### graphic design

Our graphic designers help our clients get their messages across in ways that are memorable, effective, and aesthetically pleasing. They work with clients to help translate their goals and ideas into a design concept. Examples include product catalogs, business cards, brochures, line cards, banners, signs, etc.

**Starts at:** \$95 per hour



### video production

We have a full-fledged video production team. When it comes to video, our team can pretty much do it all—from creating the initial concepts to writing, producing, shooting, and editing. The types of videos we produce range from big production commercials to smaller online video ads. We can also create product videos and showcases, corporate brand videos, employee training videos, and even custom 3D animations.

**Starts at:** \$95 per hour

# Thank You.



**CK Enterprises Inc.**

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