

Honeywell



Forecasting better sales figures.

PMSI re-imagined the packaging design for Honeywell Weather Station products. As the latest phase in our ongoing effort to improve their retail presence, the new packaging transitions from clamshells to gift boxes, providing a better way to educate consumers and differentiate products—while at the same time lowering Honeywell’s production costs. The new packaging was showcased at the Consumer Electronics Show in Las Vegas, leading to orders from many retailers.



PACKAGING

HIGHLIGHTS OF OUR BRAND-BUILDING PROGRAM:

- A clean, timeless logotype
- An icon system for a multilingual audience
- Metallic silver printing elevates perceived value



SHELF DISPLAY





PACKAGING



PMSI is a strategic marketing, design and technology company. We're a group of a few dozen, which responds and creates like one many times larger. It gives us fluidity. It allows us to be innovative. And for over 30 years, it has allowed us to achieve results for some of the best-known brands in the world.

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PALLET DISPLAY