The aim of the project was to implement a new packaging design that reflects the corporate identity of the company Elekta. This will strengthen the brand, make the company unified.

Elekta is a human care company whose solutions and services expresses trustworthy and caring. Their customers are hospitals and the items that are going to be packed are expensive medical equipments. Today the packagings are anonymous, plain white boxes with a screaming red tape around. This does not enhance the image that Elekta wants to achieve. The packaging does not feel special, that there have been any thoughts around the design, and it gave a non-serious impression.

To create a packaging design that has the right expression, an analysis of the company was done; who they are and what they stand for, what goals and visions they have, and who their customers are. An understanding of the packaging requirements was obtained by evaluating the existing packaging and by following up all stages of the journey the packaging does. Methods used were interviews, semi-constructed interviews, pre studies and field trips.

The result is two different types of packagings; equipment packaging and the packaging for the disposable products. The equipment packaging has a layout that can be applied to all Elektas packagings. This is thanks to the rules that have been created. These rules decide how big each graphic element should be in comparison to each other and how it will be affected by the width and length of the packaging. Even if the proportions of the packagings differ a lot the appearance will make them look like a collection, a family.

The result is easy to distinguish from other existing packages due to the bold and clean layout. The graphics simplifies the identification of the package’s content, thanks to that a picture of the product is included in the print.

The packaging with the disposable products will be exposed to customers of Elekta on a daily basis, because it will be used as a storage container at the hospital. It is easy to take a blister out of the packaging and you can see when the packaging is half full. When it’s half full it is time to order more. The layout is not the same as the one you use for the equipment packaging but it is influenced by it. Instead of having a blue stripe, here the blue covers 80% of the packaging, and the stripe is white. In this way you will notice the packaging and be more aware of the white label if it is put on a blue surface.

During the process the cooperation with Elekta has been vital, but also guidance from a packaging manufacturer company, Smurfit Kappa, has been of high value.