

FUTURA CARE - 7-in 1 strips

Packaging and Labels - : (Please make this design as illustrative as you can)

1. We are looking for: packaging for our **Aquarium Test Strips**. We have **2 different products** that are: **6-in 1 and 7-in 1** (it refers to the # of parameters they measure). The strips are bought by fish enthusiasts that have aquariums and love to take care of their pets. They are used to measure PH and other important parameters to make sure that the water of **their aquariums is safe for their fish**. Our strips are used on both **salt** and **freshwater aquariums**.

We would like a design that communicates:

- **Safety**
- **Efficiency**
- **Care**
- As a **new and fun** brand (unlike many of the boring medical brands out there).
- We know customers buy more when they feel the packaging is tailored specifically to them. So it must be **tailored specifically to fish keeping and enthusiasts but at the same time look fun, new and modern**.

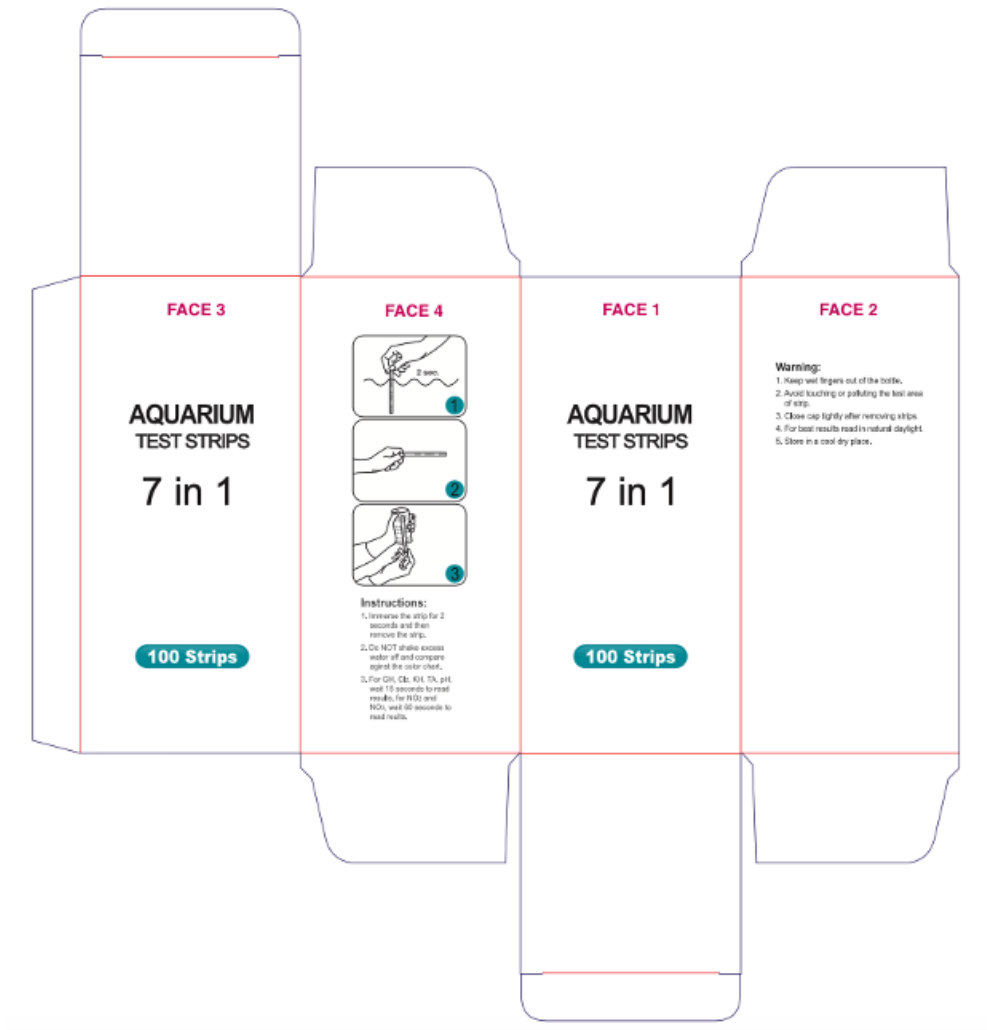
2. Brand Assets

Logo: *Please add logo* (attached)

Add photo of the PH strip (7in1.psd attached file)



3. Size



(Box- 60mm x 60mm x 130mm – 7 in 1.pdf) attached file

Measures: 60mm x 60 mm x 130 mm

4. Text copy

Face 1:

MOST IMPORTANT INFORMATION THAT NEEDS TO STAND OUT EVEN MORE:

- 7 essential parameters in 1 powerful strip
- For FRESHWATER and SALTWATER aquariums
- Extra wide and easy to read
- 150 strips
- 1.5 years supply
- Pipette included

Logo: **Please add logo**

Title: 7 in 1 Aquarium Test Strips

Strips you can trust to keep your fish and plants not only healthy, but thriving!

50 strips in bottle + 2 foil bags with 50 strips each

1.5 years Supply for Testing Twice a Week

With one strip you can test:

- Nitrate (NO₃)
- Nitrite (NO₂)
- Chlorine (Cl₂)
- Total Hardness (GH)
- Total Alkalinity (TA)
- Carbonates (KH)
- pH

PLEASE READ PRODUCT INSERTS CAREFULLY BEFORE USE!

Face 2: (Please make this part as illustrative as you can: MIX TEXT WITH IMAGES)

QUICK INSTRUCTIONS:

1. With dry fingers, **take out one test strip** from the bottle and **close** the **cap** of the bottle tightly.
2. Use the **pipette** to collect water samples from the aquarium. **Drop** a few drops in the **color pads** and **shake carefully** to remove excess water.
3. If you don't have a pipette, **dip** the **strip** in the aquarium and remove.
4. Facing pads up, **read** your **results** against the color chart according to your aquarium type (**freshwater or saltwater**).
 - For **GH, CL₂, KH, TA** and **pH** → Wait 15 sec to read results
 - For **NO₂** and **NO₃** → wait **60** sec to read results
5. Discard the test strip.

TEXT BOX = Make sure you read the detailed instructions on the printed manual to assure you get accurate readings!

IMPORTANT TEXT BOX = Download your FREE ebook by scanning the QR code on the cap of the bottle!

Face 3: (Please make this part as illustrative as you can)

Let's make it easier!

PARAMETER:		DESCRIPTION:
Nitrate	NO3	Product of biological filtration . It is used as a food source, but high levels can lead to excessive algae growth.
Nitrite	NO2	Waste product produced by bacteria in the biological filter . It is extremely harmful to your fish. Test weekly!
Chlorine	Cl2	Often found in tap / drinking water to destroy harmful bacteria for humans (but it can be very harmful to your fish).
Total Hardness	GH	Amount of calcium and magnesium in the water. GH can affect the balance between the fish's internal fluids and the external environment.
Total Alkalinity	TA	Refers to the amount of alkaline substances.
Carbonates	KH	They help stabilize the PH value of your aquarium and prevent unsafe swings in pH.
pH	pH	The intensity of acid or alkaline materials in the fish tank.

PLEASE READ PRODUCT INSERTS CAREFULLY BEFORE USE!

Face 4: (Please make this part as illustrative as you can)

REMEMBER TO:

- Keep the cap tightly closed between uses.
- Store at room temperature
- Read results in natural light
- Keep wet fingers out of the bottle
- Keep the drying agent in the bottle

Designer, please add FDA / Recycle symbol

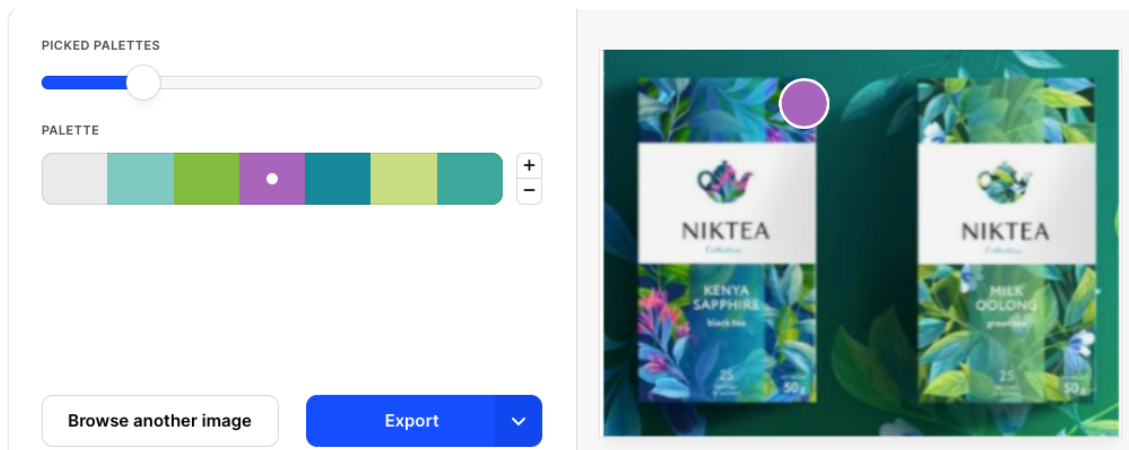
If you have a question, our dedicated team of experts are here to help! Please contact us at: contact@futura-care.com or visit www.futura-care.com

Designer, please leave a space for the bar code*

PLEASE READ PRODUCT INSERTS CAREFULLY BEFORE USE!

5. Colors and package references:

We like this color combination / contrast where most colors are found in the ocean (blues and greens) and they have **little** purple details to make it contrast in a cool way!



Packages we like:



For the **text**, we like **minimalist** fonts.

6. Target Audience:

The strips are bought by **fish enthusiasts** that have aquariums and love to take care of their pets. They are used to measure PH and other important parameters to make sure that the water of **their aquariums is safe for their fish**. Our strips are used on both **salt** and **freshwater aquariums**

7. Package references (not that we like this packaging design, but we do like that it's easy to read)



This is the link to one of our strongest competitor:

https://www.amazon.com/-/es/stores/AQUA+CARE+PRO/page/D734C248-233C-4F00-ACD3-DFA4F9F6BF0E?ref=ast_bln

***We are looking for a more striking / original / easy to read / well done package than this, so please check out their designs!!**

*** In these types of products, package is very important because its what is seen in the Amazon listing (first impression), so we need something that's eye-catching and good looking.**

We like that their design is:

- Easy-to read and the organization of the content.
- The use of graphics and visuals instead of long texts.
- That you see it and know it's a product for fishes/aquariums without being a copy of the other competitors.

Please AVOID:

- Childish designs
- Crowded information without symbols / bold letters / calls to action, etc.



Reference of our old packaging: We want something **different** and more **eye-catching**

