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SHURHOLD INTRODUCES NEW PRODUCT PACKAGING

Shurhold Industries launched redesigned packaging across its complete line of premium boat care maintenance chemicals. Aside from the new look, the move sunsets the familiar Yacht Brite logo.

While the Shurhold logo is still prominent on the design, the bold, modern packaging features a wealth of meaningful information. The eye moves naturally left to right and top to bottom to identify the product name, brief description and features. The familiar red, white and black corporate colors remain.

"With Shurhold and Yacht Brite packaging, we had two very different product characters," said Barry Berhoff, Shurhold Industries CEO. "Not only does the new packaging provide a clean, modern look, but it also unifies our brand identity."

Dedicated to educating boat owners, Shurhold provides key tips for boat value preservation at www.shurhold.com. Inventor of the One Handle Does It All system, Shurhold manufactures specialty care items and accessories to clean, polish and detail.

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