



It's a brand new bouncing... product line and look!

Ecological Laboratories INC.
Providing Aquatic Solutions Since 1976



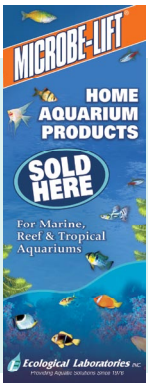
label design



magazines



catalog



p.o.p. material



package design



consumer ads

▶ View the Entire Program of Home Aquarium Products at www.MicrobeLift.com

We have just completed an extensive three-year project. We've launched an entirely new brand of Home Aquarium products. This innovative line of products is a fresh and exciting direction. It encompasses nearly 70 different products in various sizes, for a production total of 340 labels. Within this line, we developed 16 different but coordinating templates to distinguish the sub-categories. Packaging was created for bottles, numerous labels, boxes, displays, starter kits, and blister cards.

In addition to the packaging, various other support materials were created including: 19 corresponding in-store POP displays, trade-show and in-store signage, promotional posters, and product sell sheets. Also available is a 28-page catalog, trade ads, and a complete consumer advertising program is scheduled to help launch the line.

Along with the home aquarium product line, we also offer a bi-annual trade magazine for the company's existing line of pond care products. It features advertorials on Ecological Laboratories products.

The years of hard work have paid off. We have built a brand that has won the *Best in Show* award, and we are very proud of our achievement.