

CDN has streamlined its packaging to further organize its broad assortment of measurement tools.



The CDN product packaging uses a consistent and predictable presentation to provide consumers with relevant information to help them find the best device, be it a thermometer, timer or scale. Bringing clarity to product categories, CDN's packaging helps customers make the right decision, guided by a brand they know and trust.

Responding to customers' feedback, this update highlights the product name in a band of color that differentiates thermometers, timers and scales. It includes the use of the new corporate font, which communicates clarity and cleanliness.

The updated layout style reflects a commitment to easier readability by simplifying both the typographic elements and the number of bullets used to differentiate the products. Simplified contact information has been added to the back of the card to take consumers to the CDN website where more detailed information can be found if needed.

Easy step-by-step instructions for battery installation and operation can be found on the back or inside. More products now have separate instruction sheets included where the type would be too small for a comfortable reading experience. Many products offer French translations for international customers, as well as an increasing inclusion of Spanish instructions on the CDN website.