



## **Röda Locket – constantly surprising**

**The snus Röda Locket is changing design and being launched with 21 different tops and ten different banderoles. The design is based on an illustration that has been cut apart. Each part has then become a can top or banderole – with constantly changing patterns.**

"Röda Locket is constantly being redesigned and new themes follow one another. In turn, each theme includes multiple variations. A consumer of Röda Locket never knows how his – or her – next can will look. The idea is to maintain the same basic feeling, but offer a surprise," says Jonas Andersson, Client Director, Brandunion (previously Brindfors Enterprise IG).

The motif has a kind of "Monty-Python-goes-underground" expression and is made by the illustrator Jonas Carlberg, who has worked for such companies as Swatch. The design agency, Brandunion, has developed the overall design for Röda Locket.

Röda Locket was thoroughly redesigned in 2005, when a completely new look was introduced for the can. The expression now varies from year to year.

This snus has a history rich in tradition. It was introduced as early as 1850 by snus maker Petter Swartz in Norrköping. Röda Locket is available in both loose and portion-packed varieties. The taste is mild and a bit fruity with a hint of licorice.

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