

Lewis N. Clark Rebrands

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Lewis N. Clark® has a brand new look. Drawing inspiration from its foundation in travel, the new branding will be reflected in a new logo, new packaging, and an updated website.

The goal is to “better capture the brand’s spirit, and to connect emotionally with our consumers,” said Jen Panattoni, Director of Business Development.

Using a primarily blue and green color scheme, Lewis N. Clark seeks to appeal to all travelers and outdoor enthusiasts who want to make their trips more comfortable, organized, and secure. “We want to inspire travelers to find adventure in their travel experiences, whether that is at the top of a mountain or on a business trip,” said Panattoni.

The new logo represents a “window to the world,” and references that unique moment in everyone’s journeys when they truly take in their surroundings and create a “snapshot” of their adventures in their memories for the years to come.

In addition, the new packaging heavily uses lifestyle imagery and allows customers to easily see the product on the shelf. “The packaging utilizes more design elements which adds visual interest and gives our brand a fresh and modern look,” said Panattoni.

The new branding is being rolled out this month.

About LCI Brands

LCI Brands (formerly known as L.C. Industries, Inc.) is located just outside Chicago and is home to brands such as Lewis N. Clark® and UrbanGear™. With the luggage caddy as its core offering, LCI Brands began operations in 1971, and since then has expanded to offer hundreds of products in categories such as security, comfort, organization, and health. For more information, visit www.lcibrands.com.

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