

THE NEW PACKAGING DESIGN SIMPLE. CLEAR. COMPACT.



As of 2019, you will receive the MAHLE Aftermarket products in new-style packaging. Bold colors, concise information, and a clearer design will facilitate handling in trade and workshops. The MAHLE security labels will remain unchanged—to ensure that you can reliably identify the MAHLE original packaging in the future as well.

THE MAIN CHANGES AT A GLANCE



WHY A NEW PACKAGING DESIGN?

- Strengthen the MAHLE brand by remaining all subbrands – “Dual Brand Strategie”
- Strengthen the visibility in the market—also via our new packaging
- Modern layout, easy to handle
- Simple, clear and compact

THE ADVANTAGES OF THE NEW PACKAGING

- 1 MAHLE Original will become MAHLE—for greater clarity
- 2 Bold, full-surface colors for a strong impact at a distance
- 3 New reader-friendly position of product description
- 4 Additional supporting illustrations for the products
- 5 Only the essential information is displayed
- 6 **For comparison:** current packaging



OLD



NEW



OLD



NEW

→ FROM ORANGE TO BLUE

BEHR packaging colour changes from orange to blue (the BEHR logo remains unchanged). In order to strengthen our corporate color “blue”, we are harmonizing all packaging from the engine cooling and air-conditioning sector with this change.

→ FROM RED TO BLUE

All of our products of the MAHLE sales brand will be displayed in blue in the future—also engine parts. This is a clear commitment to the corporate color and umbrella brand. The text on the labels will remain unchanged to maintain the high level of security.