

### Ethel M Packaging

#### Mars Chocolates

A packaging system intended to reposition a high end chocolate line, traditionally packaged as a gift item targeted for women, to appeal to a more broad-based market.

The basic element of the system is a non-gender specific charcoal and light gray pin-striped box.

Seasonal changes, holidays and the personal tastes of the giver and/or the recipient are provided for with a selection of changeable colored liners and ribbons.

