



T R I C L A I R

Two young artists have been working under this name since 1925—Hellmuth Klæhre and Herbert Zumpe—the latter a former pupil of Schneider.

As it happened, they received their first big commissions from chocolate manufacturers. The wrappings they invented caused such good sales that they were able to specialize in this field. It was their idea to make one especial pattern of wrapper serve for a whole series and in course of time these wrappings became well-known as Triclair wrappings.

Their success was very largely due to the fact that they reduced the use of gold—an essential feature of chocolate packages—to artistic proportions and to a certain clarity and simplicity of graphic form.

Trans. by E. T. Scheffauer.

