



Packungen für ein kosmetisches Erzeugnis in der alten und neuen Fassung • Old and new packings for cosmetics



1932

nicht, oder nur untergeordnet vertreten war. Sofort war alles Verstaubte und Antiquierte verschwunden. Er gab dem Markenzeichen die neue endgültige Fassung und gestaltete neue Markenartikel-Packungen, die wirklich von Tradition und Würde sprechen. So entstanden Aufmachungen, die von Fortschritt auf dem Boden der Überlieferung zeugen, die wirklich ein Sinnbild moderner

but he used it along with white as a contrast which tones had been lacking or only insignificantly represented in the old wrappings. Professor Hadank also made a new design for the trade-mark and formed new lettering which at long last was worthy of the Firm's tradition. Thus the new wrappings showed how progress could be based on tradition. They had become the symbols of modern cosmetics and drew attention to the Kaloderma products in all their new attractiveness in every shop-window in which they were displayed. The package was in very truth the symbol of the Kaloderma product it contained.



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