



Case Study: Lee Products

Growing Business through Design

A decade of product design & innovation for a family owned company.

Studio MLM's relationship with Lee Products began with the distribution of Dotz. Through this partnership, Lee Products saw the power of simple branding and brand strategy, and knew that they needed take their products to the next level. Their 35-year legacy had built them a foundation of recognition, equity, rapport with office suppliers and consumers, but many of their proprietary products were becoming dated and losing market share. We worked with Lee Products to innovate and improve the image of their brand and products in order to set them up to compete in digital, retail, and wholesale marketplaces.

Services

Market Research	Prototyping
Brand/Corporate Strategy	Graphic Design
Identity Development	Packaging & Dielines
Industrial Design	Video/Animation
Mechanical Design	Website Design
Product Innovation	Tradeshaw & Marketing

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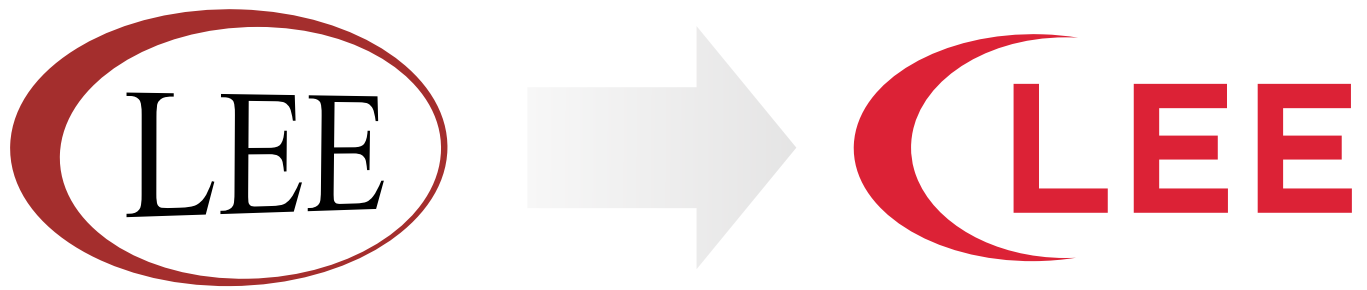
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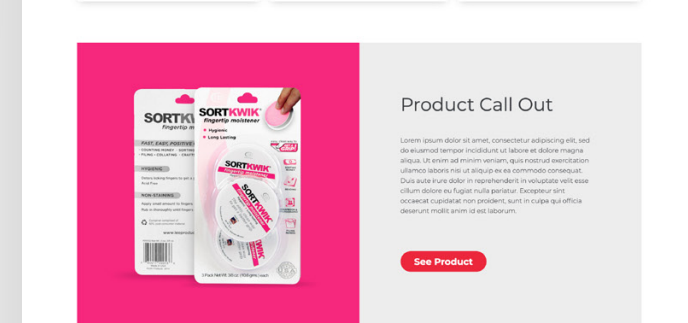
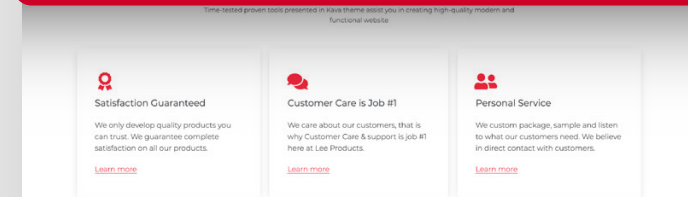
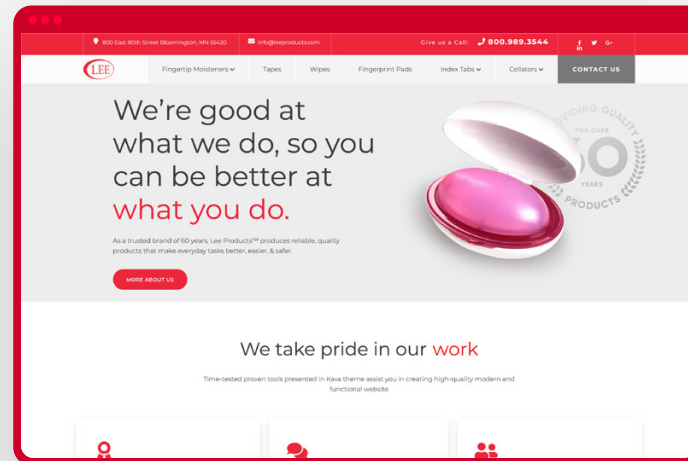
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Sortkwik

Reviving an iconic product for a modern market.

Sortkwik is one of Lee Products most recognized brands. The Sortkwik fingertip moistener has been around for many years without much change to the formula or packaging. We saw the opportunity to revive this simple and successful product to allow it to thrive in a modern market. Today's consumers have priorities like eco-friendly packaging, aesthetically pleasing design, and seamless user experience. We

addressed these needs by designing a 100% compostable container with modest packaging that someone would want to see on their desk. We also refined the how consumer uses and interacts with the product, where form meets function. Along with all of this, we innovated the manufacturing process to produce product that was actually "outside" of the container.





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flexifile



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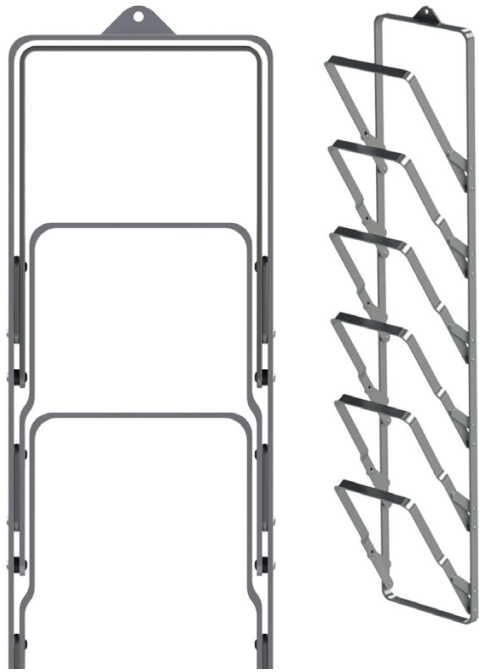
Taking commercial to consumer.

The challenge of this project was to take a product that was sold strictly B-to-B and apply the appropriate branding and innovation to make it appealing and successful in a B-to-C, retail environment. When taken out of the packaging, Flexifile had a very clean and modern feel but the way it was being marketed didn't convey that

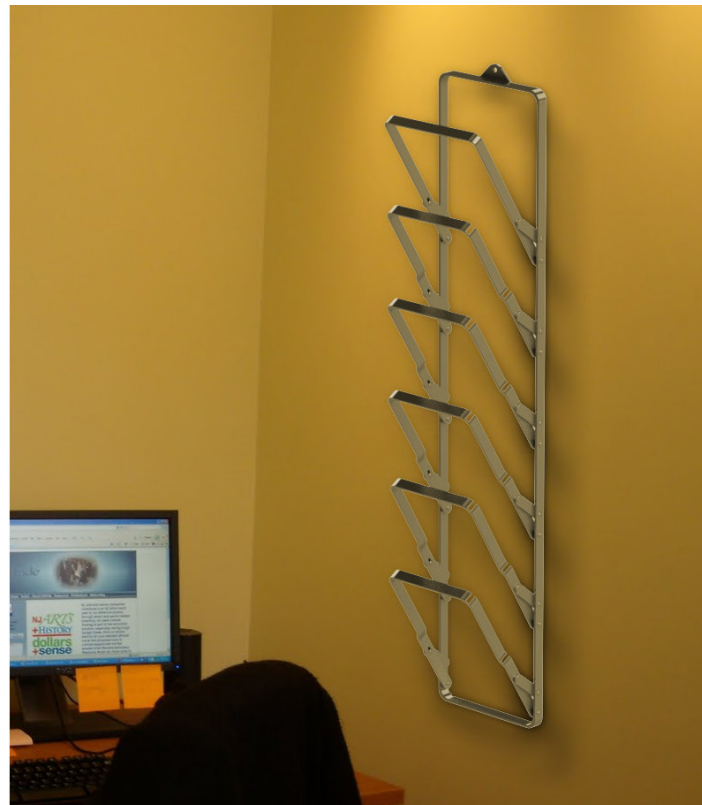
message. Studio MLM developed a logo, icons, branding, and messaging to combat that. We then redesigned the standing "feet", innovated the collapsing mechanism, and developed simple consumer-facing packaging to set it up for success on the shelves.







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flexifile



tippi®



Tippi

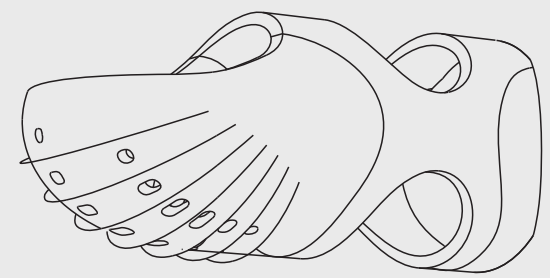
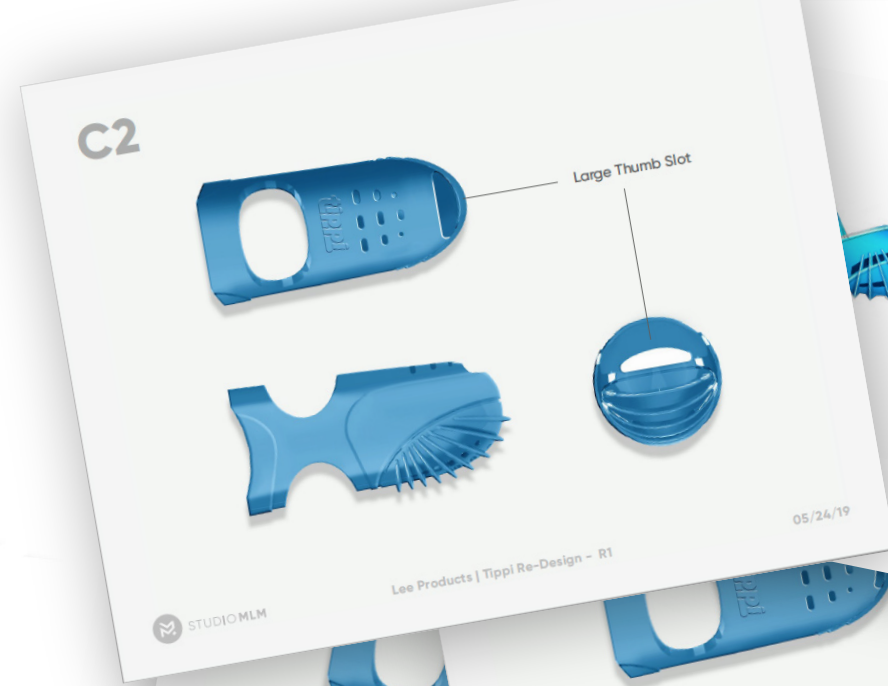
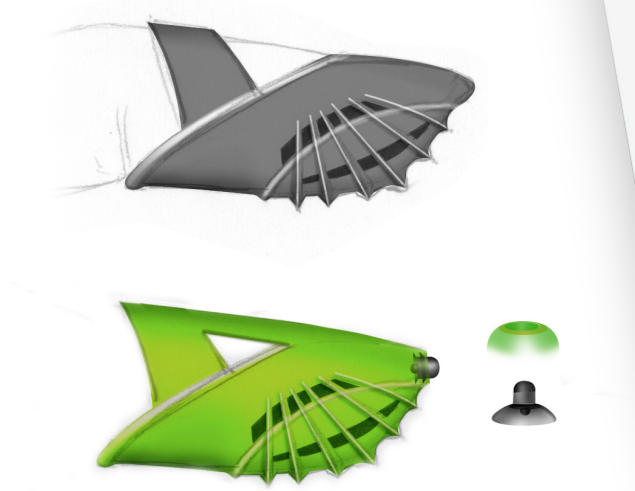
Ongoing product innovation

The Tippi line of fingertip grip products was considered a leader of its time, but there was room for improvement. We worked with Lee Products to repackage and categorize the line based on size and color. With the new packaging, we saw an

opportunity to give the brand a much needed facelift. The product itself was also redesigned to address the complaints of consumers and to move manufacturing into the U.S.







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Hefty Tabs

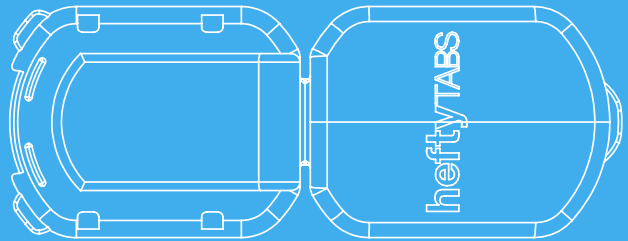
Quality perceived vs quality delivered

This project was a great example of a conflict in the quality of the actual product and the quality it was conveying to the consumer. Hefty Tabs are a rigid, reusable, durable index tab with a high quality look and feel but they were being sold in cardboard envelopes with little to no proprietary branding. We

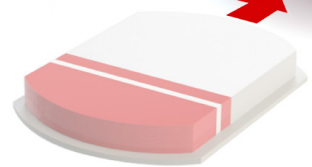
recognized the need for a more innovative way to dispense and display the product. So we created reusable case with refillable cartridges to minimize waste, improve user experience, and give the brand an edge to compete with bigger companies.







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Let's Grow Together!

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