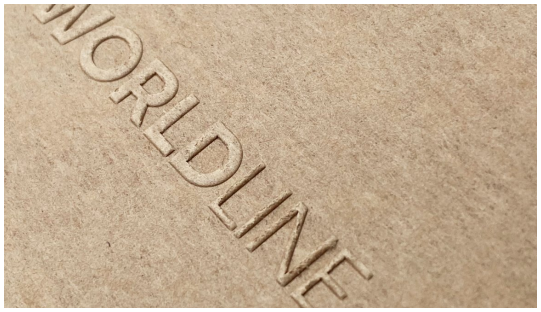
Rebranding to a colorfull World(line)

GigantPrint®
A Stibo Complete Company

Case: Worldline



Bambora was acquired by payment giant Worldline, and as Stibo Complete had previously handled packaging tasks for Bambora, we were again given the opportunity to rebrand and refresh all product packaging and elements for the entire Nordic retail market.

The significant difference was that Worldline's corporate visual identity (CVI) had significantly more colour choices, combination options and design variations than the previous Bambora universe.

This exciting challenge led us through an extensive series of tests and test prints, where we also had the opportunity to improve the functionality, design and durability of the products. A commitment to eco-friendly materials was maintained without compromising functionality and quality. As a major player in the payments industry, Worldline has a global awareness of the environment and quality (ESG/CSR) across borders.

Markedsføringsportal

At the same time, we developed a new Online Marketing Portal that delivered a visually enhanced experience with a focus on usability and intuitiveness, as well as a quick and simple ordering and delivery process. This portal was designed in line with the new visual identity, creating a more cohesive and attractive platform for online marketing.

Environmental highlights of the Worldline cardboard:
FSC®
PEFC®
CO2 neutral
ISEGA/FDA approved for direct food contact
Unbleached cardboard
100% compostable
100% recyclable
100% biodegradable

> *It's a pleasure to see Stibo Complete once again stepping up to the plate to provide our clients with a result with wow factor. All with a clear conscience*
>
> **Emilia Sandahl**
> **Product Manager SMB Instore**

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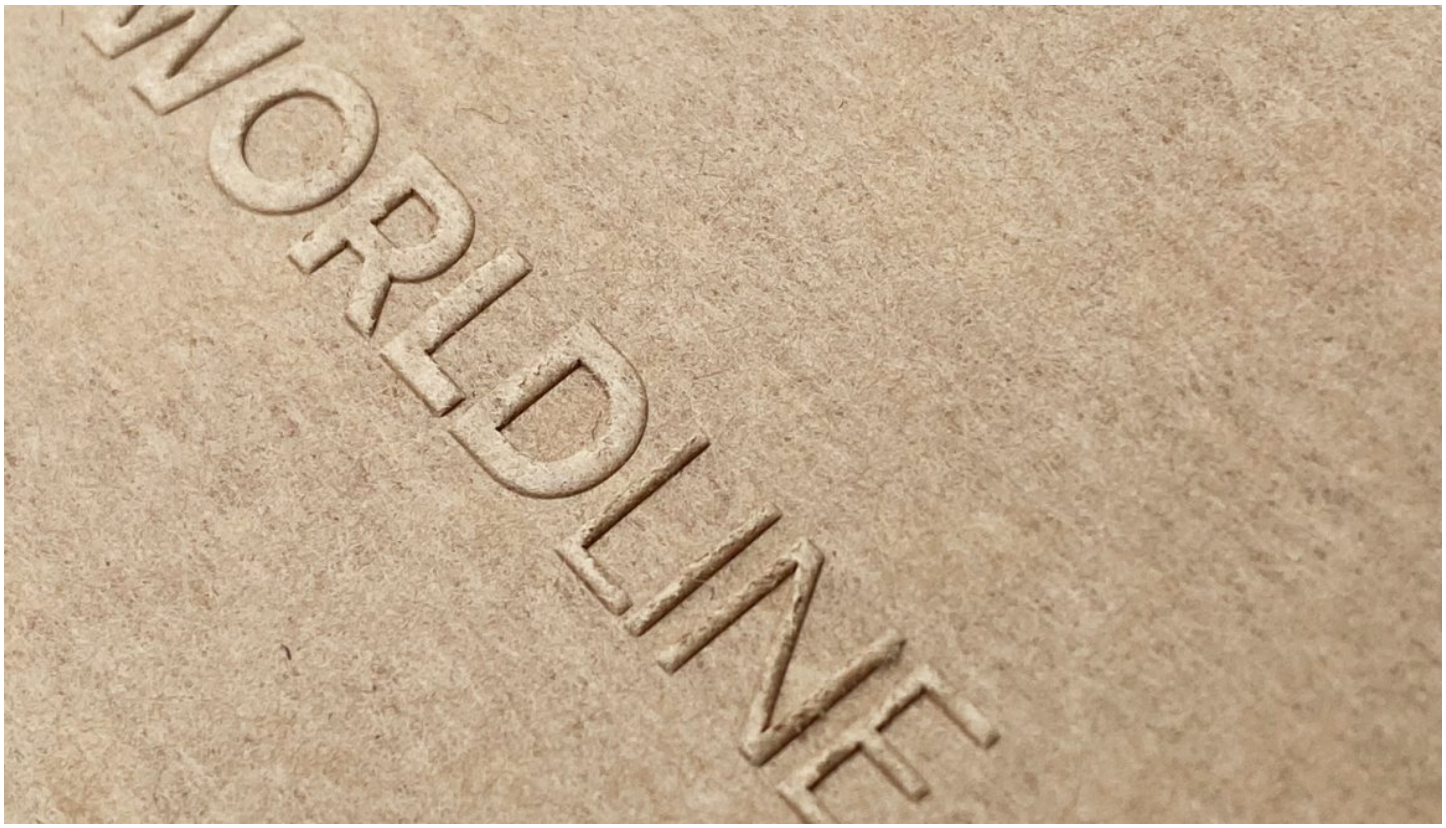

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