





SAMSUNG PLEOMAX

By giving their product portfolio a clear identity, Tangerine has helped Pleomax develop into a fresh and exciting brand.

A division of Samsung, Pleomax had been sourcing computer accessories from a variety of manufacturers. Their merchandise lacked identity and direction and was largely restricted to developing markets.

Pleomax needed a new approach to break into the higher value and more competitive trading arenas.

Tangerine guided the company through a design audit of its business, defining a strategy based on newly articulated core-values and business objectives.

Pleomax emerged with a new identity and a range of products which was coherent in style and strategy.

The concept, called 'Vital Simplicity', exploits contrasting black and white details for a striking look that emphasises the company's values and appeals to its core market: easy-to-use, ergonomic and intuitive products at a reasonable price.

A disparate collection has been transformed into a recognisable and desirable product range through design based on forms that blend from one shape to another.

The brand is cool and capable, solid and effective. The whole gives Pleomax a clear language and direction for future design activity.