
Golden Fluid Acrylics

— — — How can we *re-define the paint bottle?*

The Brand

The Story

At the height of the depression in the 1930s, Sam Golden joined his uncle Leonard Bocour as a partner in Bocour Artist Colors.

A customer asked if they could turn their resin into paint, and after years of experimentation, the first acrylic paint was produced.

Golden Artist Colors, Inc. began in June of 1980 in a 900 square foot, renovated barn.

Brand Image

High Quality // Customer-Centric
Family of Artists // Unique // Bold // Vivid

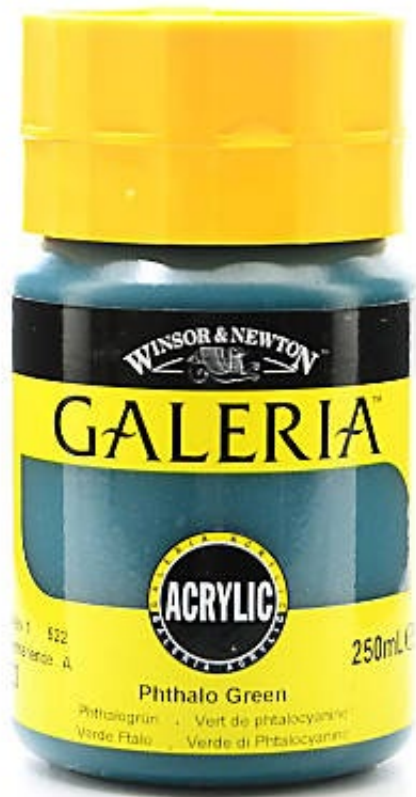
Classic but Innovative

Cutting Edge of what's going on
in the art community



Competitors

Winsor and Newton



M. Graham & Co.



Liquitex



So, what's the problem?



GOLDEN FLUID ACRYLICS

Bella Berger / Kylie Boyd / Darby Thonnings

So, what's the problem?



GOLDEN FLUID ACRYLICS



Bella Berger / Kylie Boyd / Darby Thonnings

So, what's the problem?

**1. Cap easily clogs
& can be messy**



**2.
No easy way to get
all of the contents out**

So, what's the problem?



Paint dries out easily



Nozzle is easily clogged



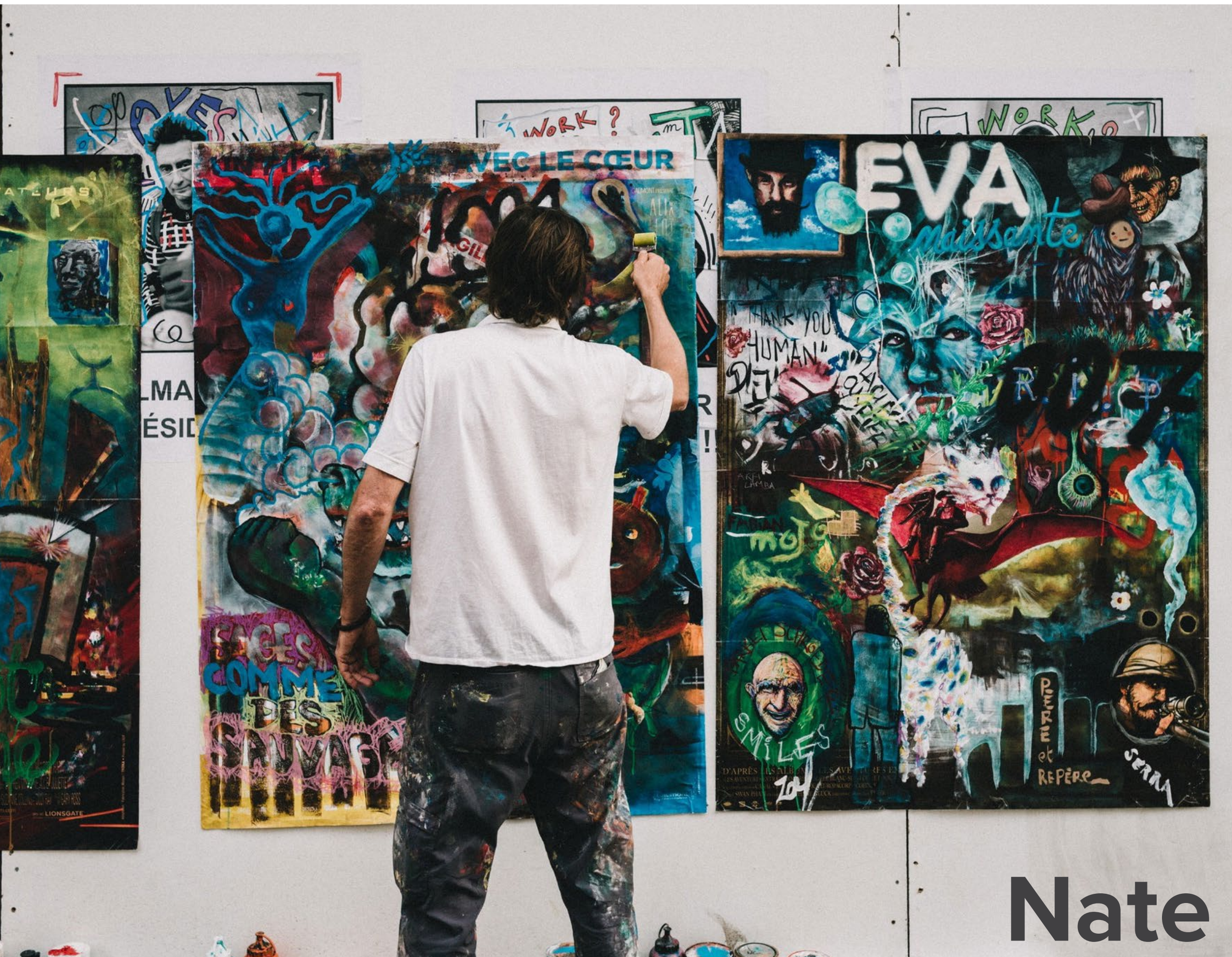
Flimsy lid



Paper seal is difficult to remove



Primary Consumers



Primary Consumers



Nate



Experienced artist and
previous fine arts student



Paying off student loans —
on a budget



Cherishes his art supplies,
quality is important to him



Lynda



Loyalty to Golden Acrylics,
has been using them for her
whole career

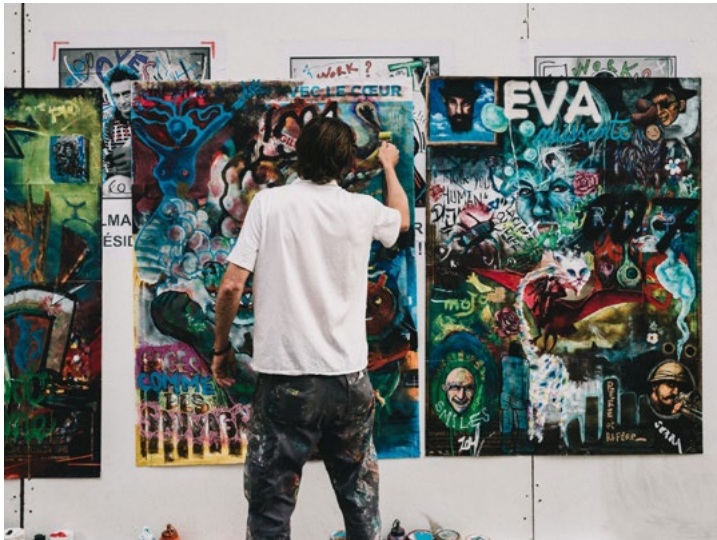


Finds herself more frugal as
she nears retirement age



She also has been having issues
with eyesight, and is in need of a
bottle with paint that is easy
accessible.

Primary Consumers



NATE

-Google's the latest and greatest in the paint industry and surfs the internet to find a good deal.

-Only uses high quality paints, but chooses whichever brand fills his needs the best.

CHOOSE WHICH PAINT TO BUY

-Orders paint online from Amazon or directly from the supplier.

-He still wants all of the information on the physical bottle to be readily available for him to read.

BUY ACRYLIC PAINT

-Waits for two day shipping to have his paint arrive.

-Values getting good quality paint efficiently for a fair price.

TAKE PAINT HOME

-Takes off the lid of the paint bottle and tears off seal.

-Paint gets onto his fingers in the process, so he has to wash his hands before he begins painting.

OPEN PAINT FOR THE FIRST TIME

-As a newly graduated fine artist, he is very careful to minimize his paint waste in order to save money.

-He likes to have a paint container that allows him to easily hold and squirt the paint with one hand so he can keep his brush in the other.

USE PAINT

-Finishes using the paint bottle and closes the lid.

-Excess paint remains on the nozzle and is transferred to the lid.

CLOSE PAINT CONTAINER

-He stores his paint in a big bin that causes lots of half-used bottles to get lost in the mix.

-He is open to a system that is more organized for storing paint, but the solution needs to be simple and not cause him extra hassle.

STORE USED PAINT CONTAINER

-He sometimes works on location, so his paints need to be secure enough to not break open or spill while he is traveling with them.

TRAVEL WITH PAINT CONTAINER

-Because he is money conscious, he wants to get every last bit of his paint out of the bottle.

-After multiple uses, the flimsy plastic lid breaks off, and the remaining paint is compromised.

-If there is paint left behind in the bottle, he will try to cut it open with a pair of scissors.

USE PAINT AGAIN—UNTIL IT IS EMPTY



LYNDA

-She has a favorite paint brand that she knows and trusts.

-She doesn't feel the need to explore much beyond what she already uses.

-She prefers to buy in a physical store, where she can see all of her options in front of her.

-She is frustrated that all of the paint brands blend together on the shelf, so it is hard to find the kind she wants.

-Takes her paint home from the store the same day.

-Values the paint buying "experiences" and the personal touch of getting to pick something out straight from the shelf.

-Removes the paint lid and the pressure in the paint tube causes paint to immediately squirt out.

-It creates a mess that she has to clean up before she can paint.

-She specializes in landscape paintings, and only needs a small, measured amount of paint at a time.

-She is frustrated when squirts out too much and it is wasted.

-Due to her progressing arthritis, she needs a bottle that is easy to work with and hold.

-Has difficulty screwing the lid back on the aluminum tube with trace amounts of paint still being expelled.

-Stores her paint by hanging it with small clips to a DIY pegboard in her studio in order to stay organized.

-It can be a hassle to buy additional hooks if she needs more or some break.

-On Saturdays she leads a community art class and needs to bring her paints along.

-She needs her paint containers to be easy to close and secure enough that she can carry them in her bag without the fear they will leak.

-The aluminum tubes of acrylic she uses are difficult to squeeze and expel all of the product.

-The cap is caked with dried paint from previous uses.

-She will sometimes try to cut the paint tube open, but this becomes very messy.

What now?

Design Opportunity

GOLDEN paints already has a great reputation as a high-end paint brand; however, the bottle is lacking through visual branding and functionality. Through our package redesign, we hope that the image the line evokes is bold, vibrant, and innovative, while at the same time maintains the sense of tradition, identity and nostalgia that has defined the brand since its conception. In addition, we seek to ensure that the product allows for the customer to get the most out of the product, in both longevity of use, and dispensability. Our target consumer is an artist who cares about the quality of his artwork and is willing to spend a little extra money for ensured quality and a bottle design which has superior function. Through shape and material use, the consumer will be able to easily control the amount of paint being dispensed from the container, as well as get all of the product out of every container. Our new paint bottle form will be an innovative, highly functional form that captures the brand's unique essence.

What now?

Design Opportunity

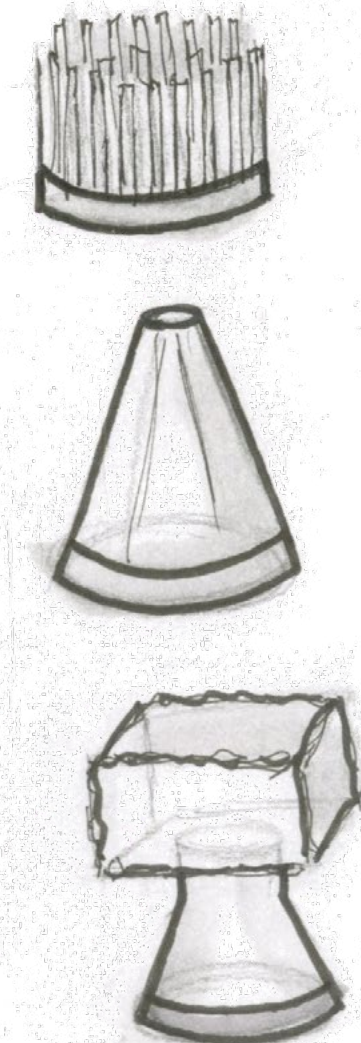
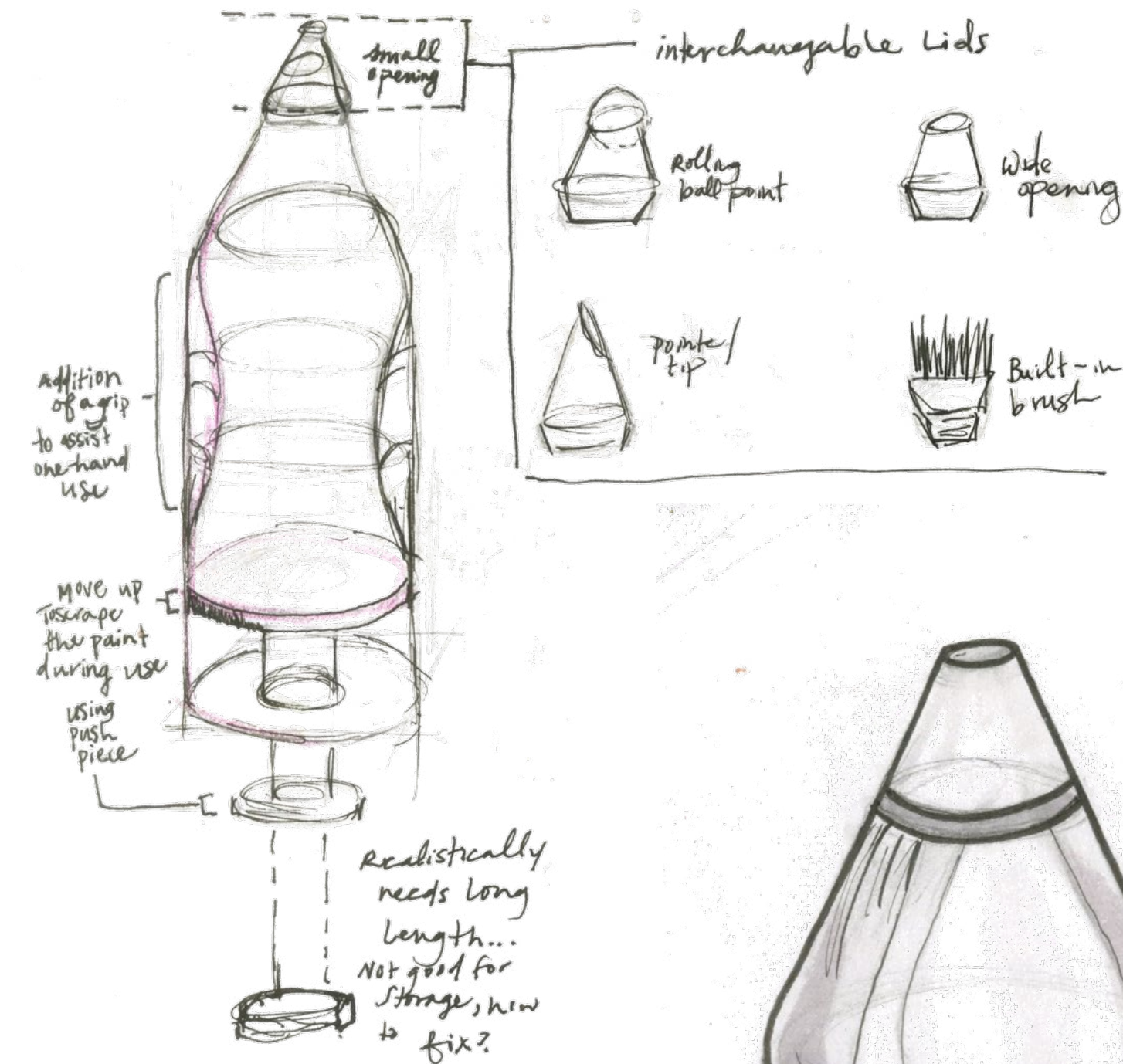
We plan to implement a design that improves the user experience by maximizing the amount of product that can be extracted, while also implementing a branding strategy that exhibits the innovative and beautiful qualities that define GOLDEN.

Initial Ideation

- Interchangable Lids
- Pre-Measured Dispenser
- Use Every Drop

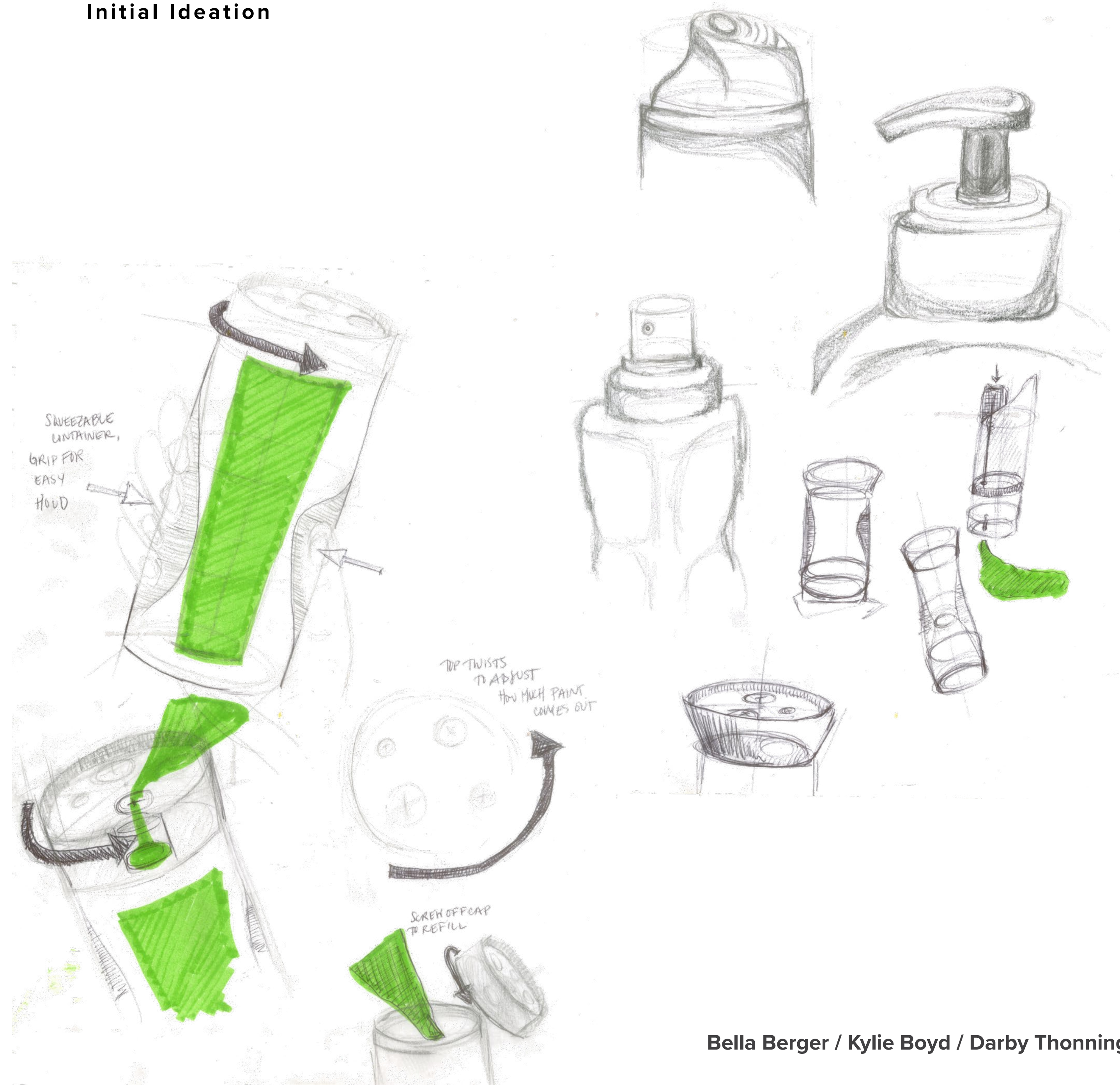
Interchangable Lids

This bottle form would come with **four different reusable caps** to give the artist the option of changing styles without requiring additional brushes or materials. The bottle would be **easily refillable**, meaning it has an extended lifespan and minimized waste and mess.



Pre-Measured Dispenser

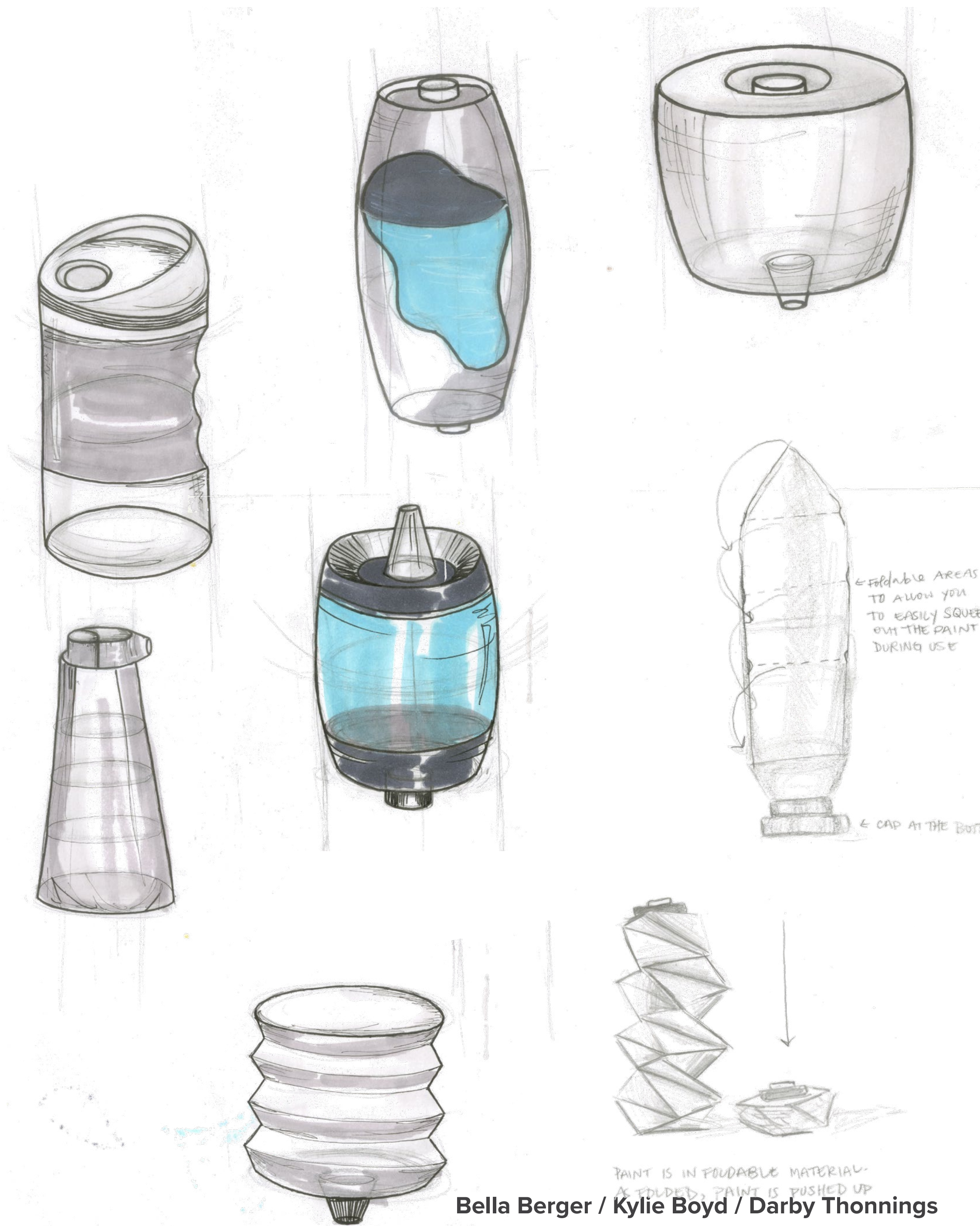
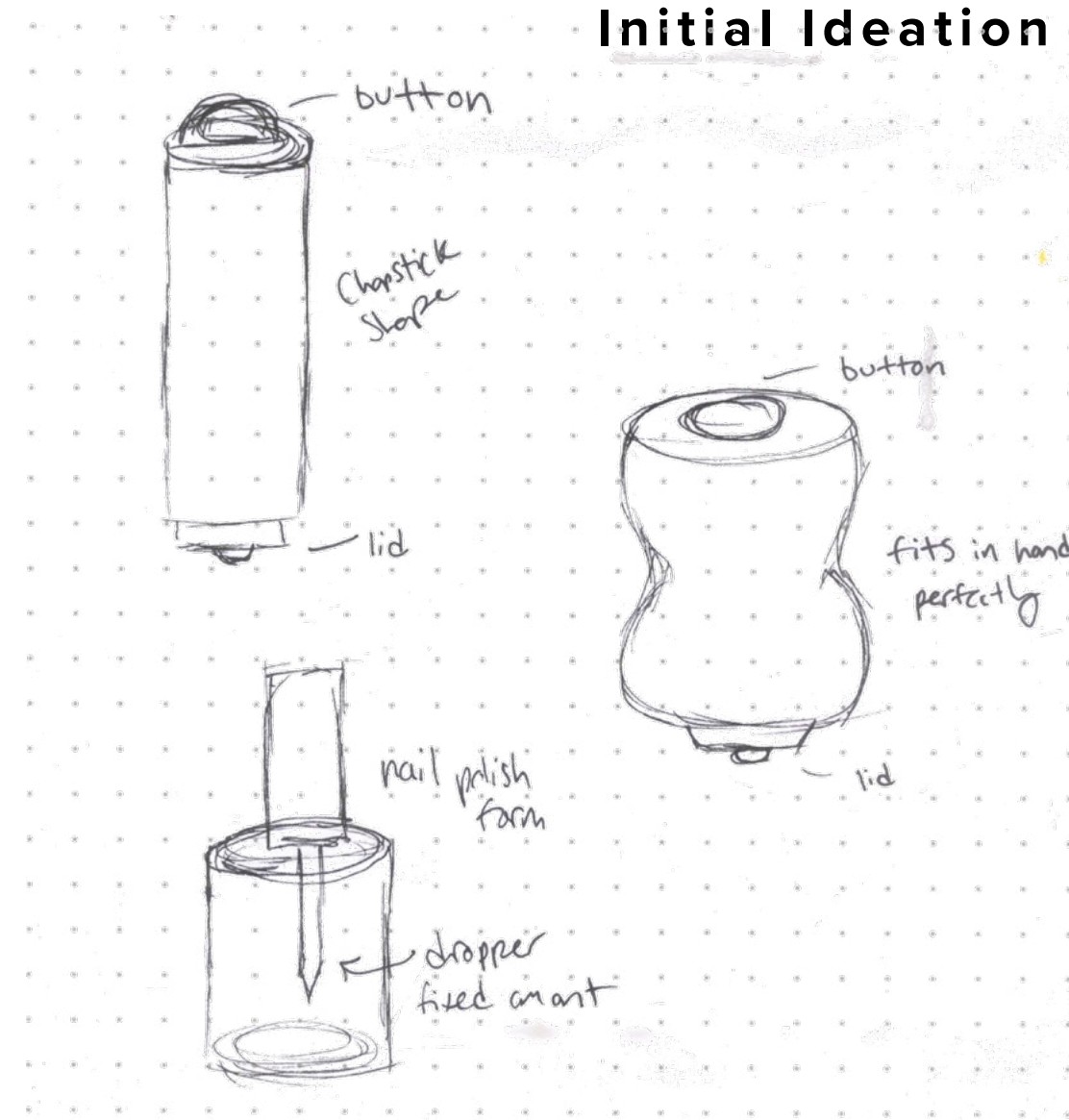
The pump mechanism of this form would **allow the perfect amount of paint to come out** each time, **ensuring that the artist is not wasting any paint**. The form would fit in one hand as well as be dispensed using a single hand.



Use Every Drop

Various concepts were explored to assist in the elimination of wasted paint.

Initial Ideation



Various concepts were explored to assist in the elimination of wasted paint.

Various concepts were explored to assist in the elimination of wasted paint.

Initial Ideation

purchase a "paint gun" that is designed specifically for golden paint bottles.

screw of cap to refill

re-pour

can push back up

push the base up

side of paint bottle slides up between two walls, protecting from paint to prevent getting stuck

Bottom allows gun to push up

plunge / spring system w/ button

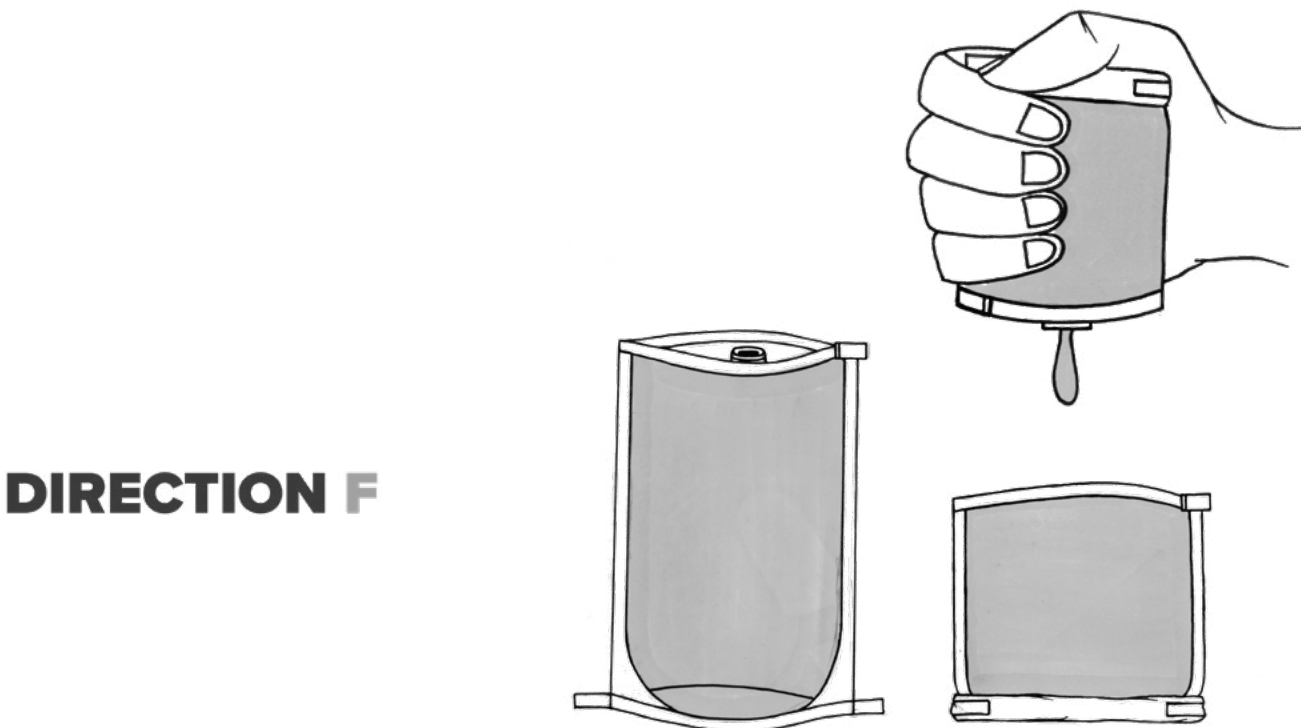
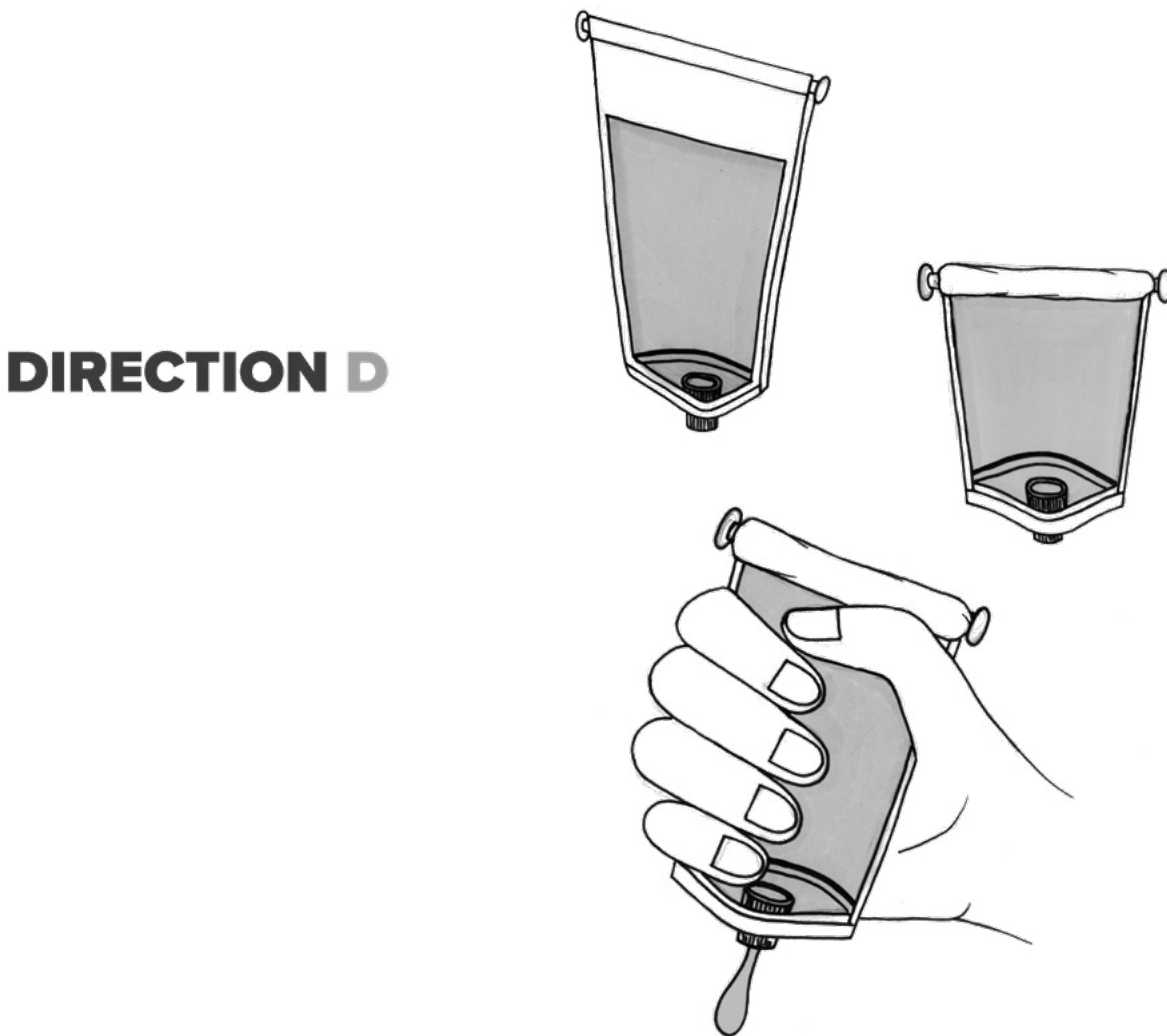
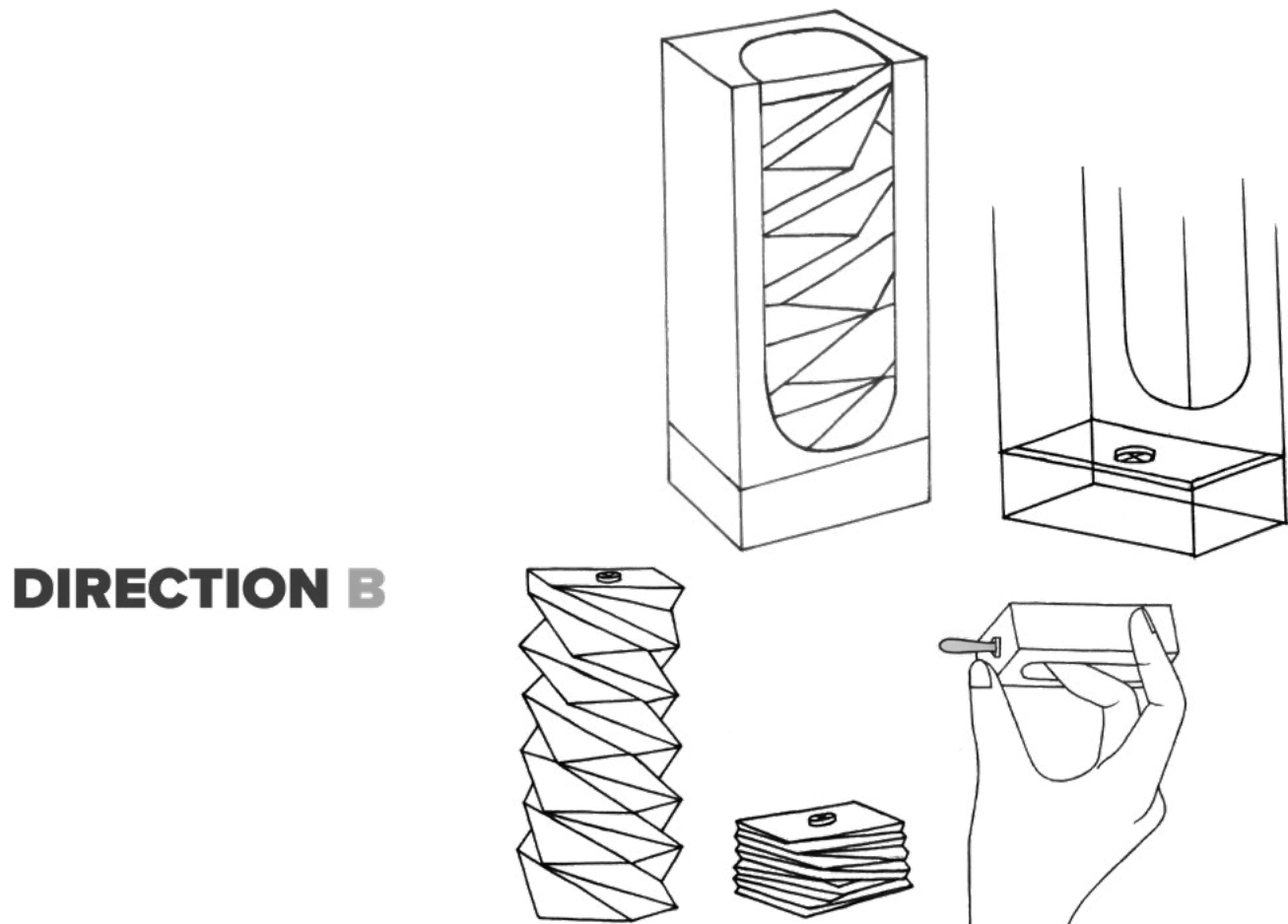
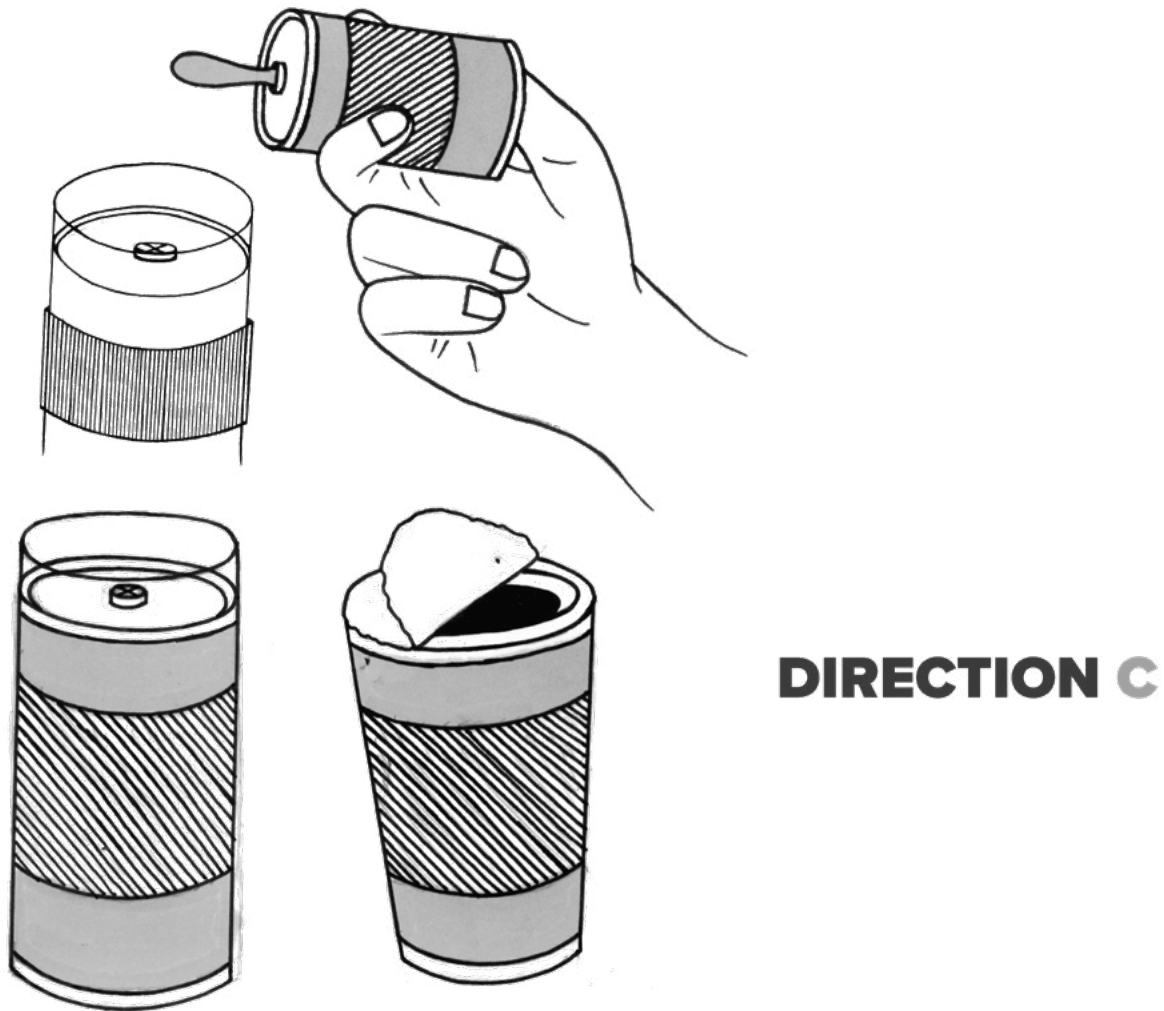
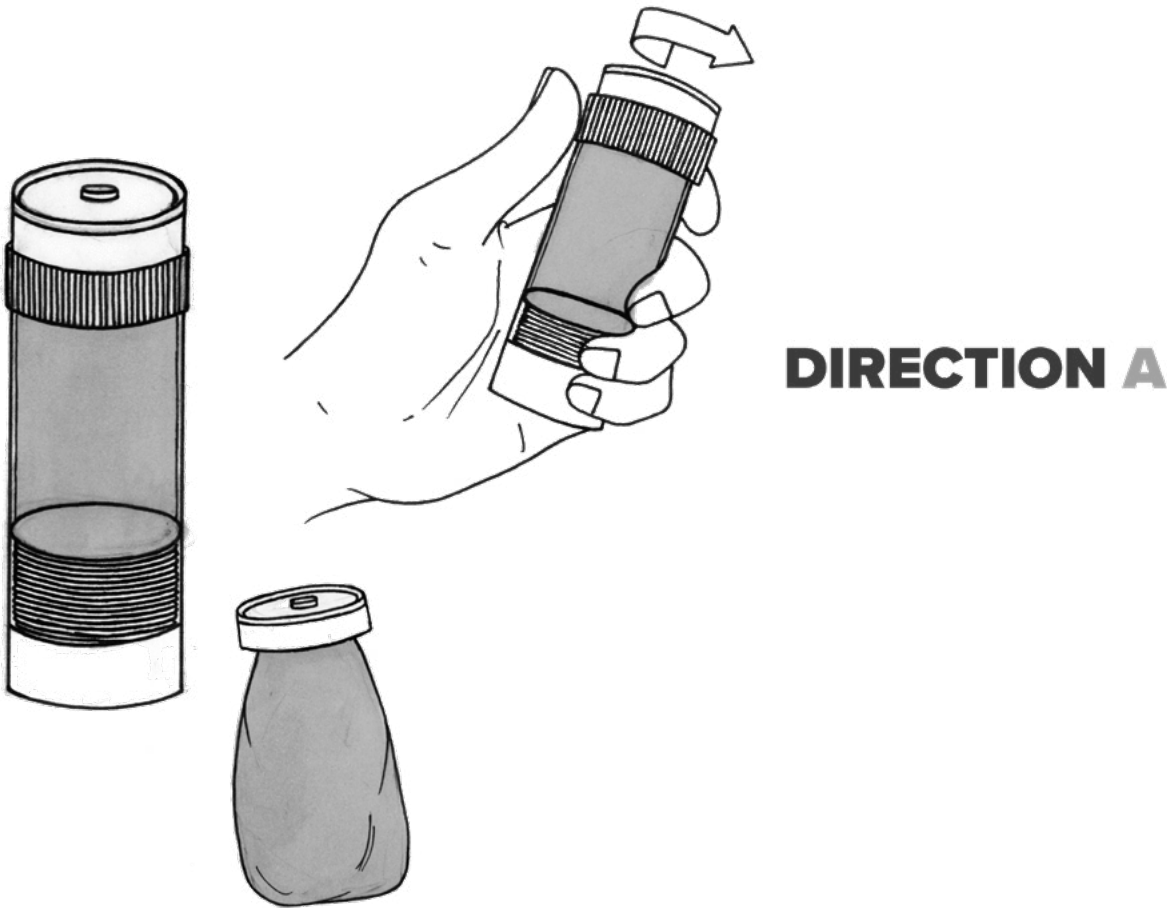
pushes Down Paint during use

GOLDEN

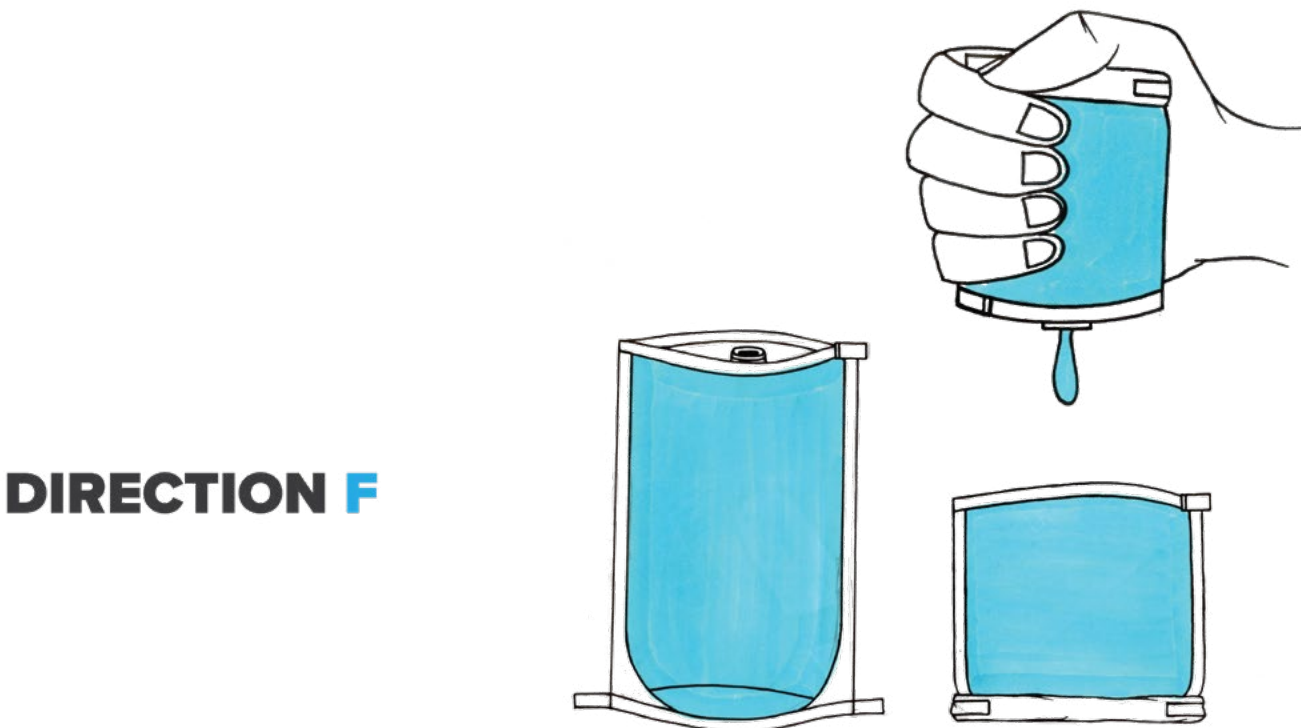
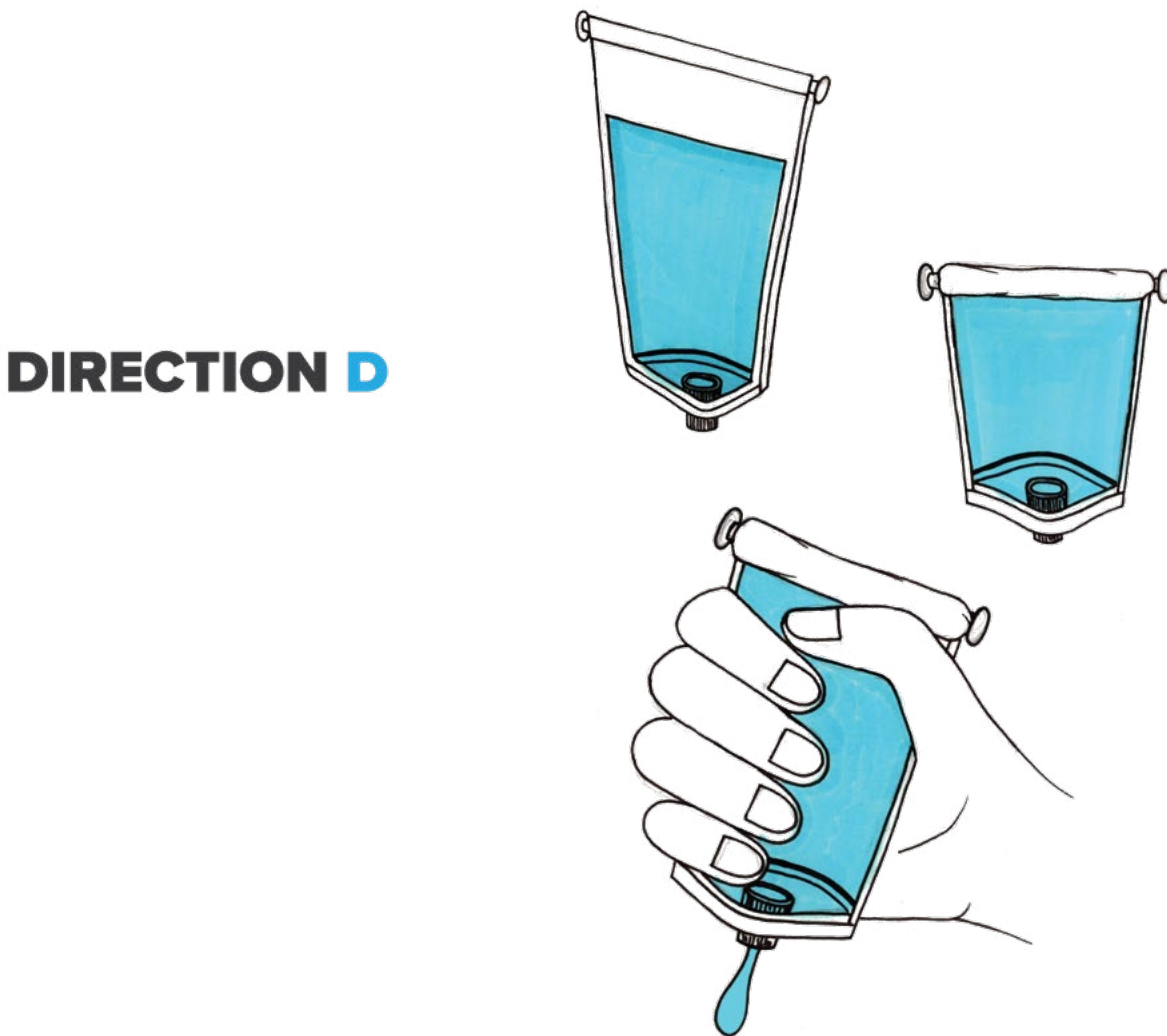
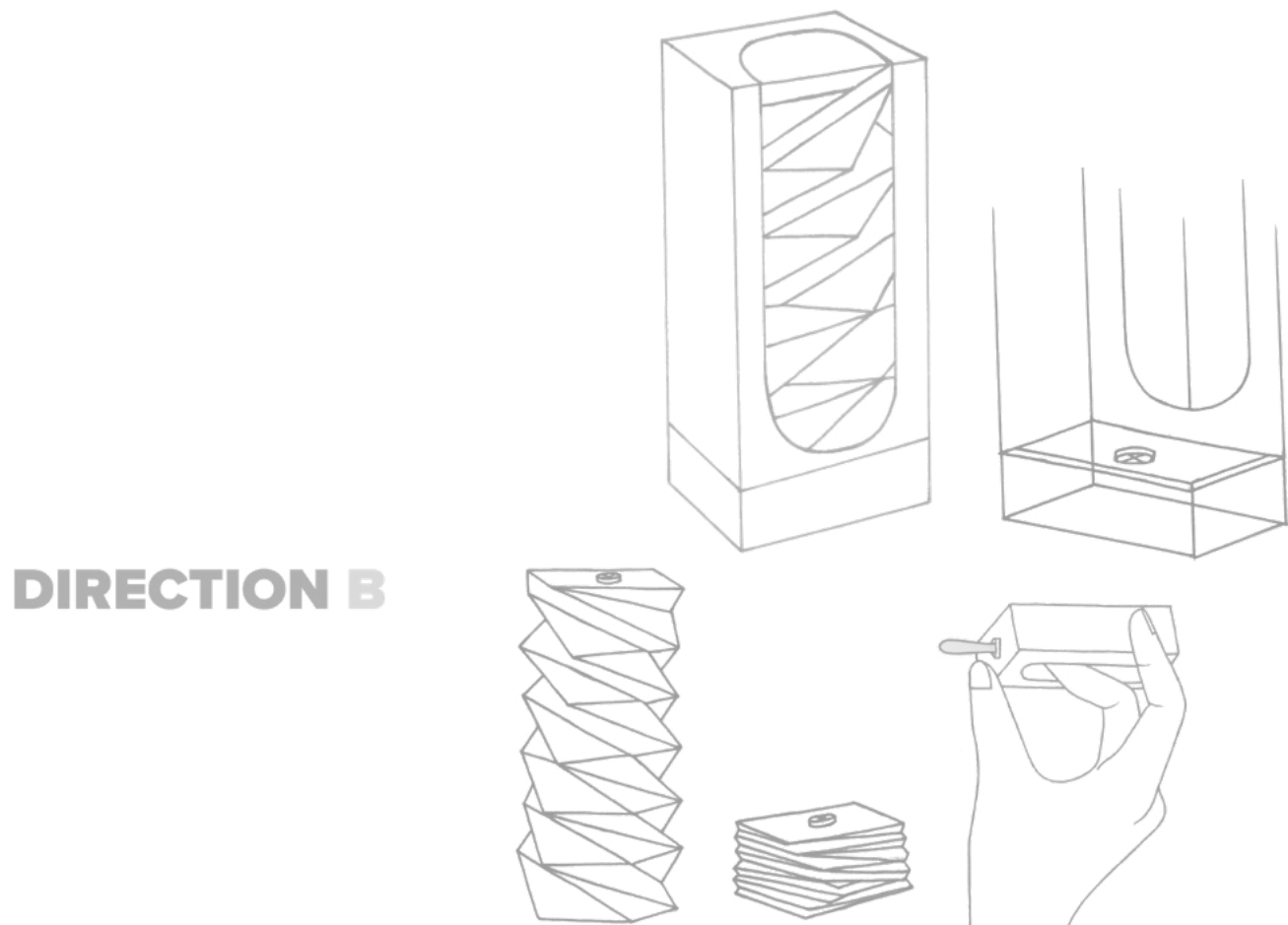
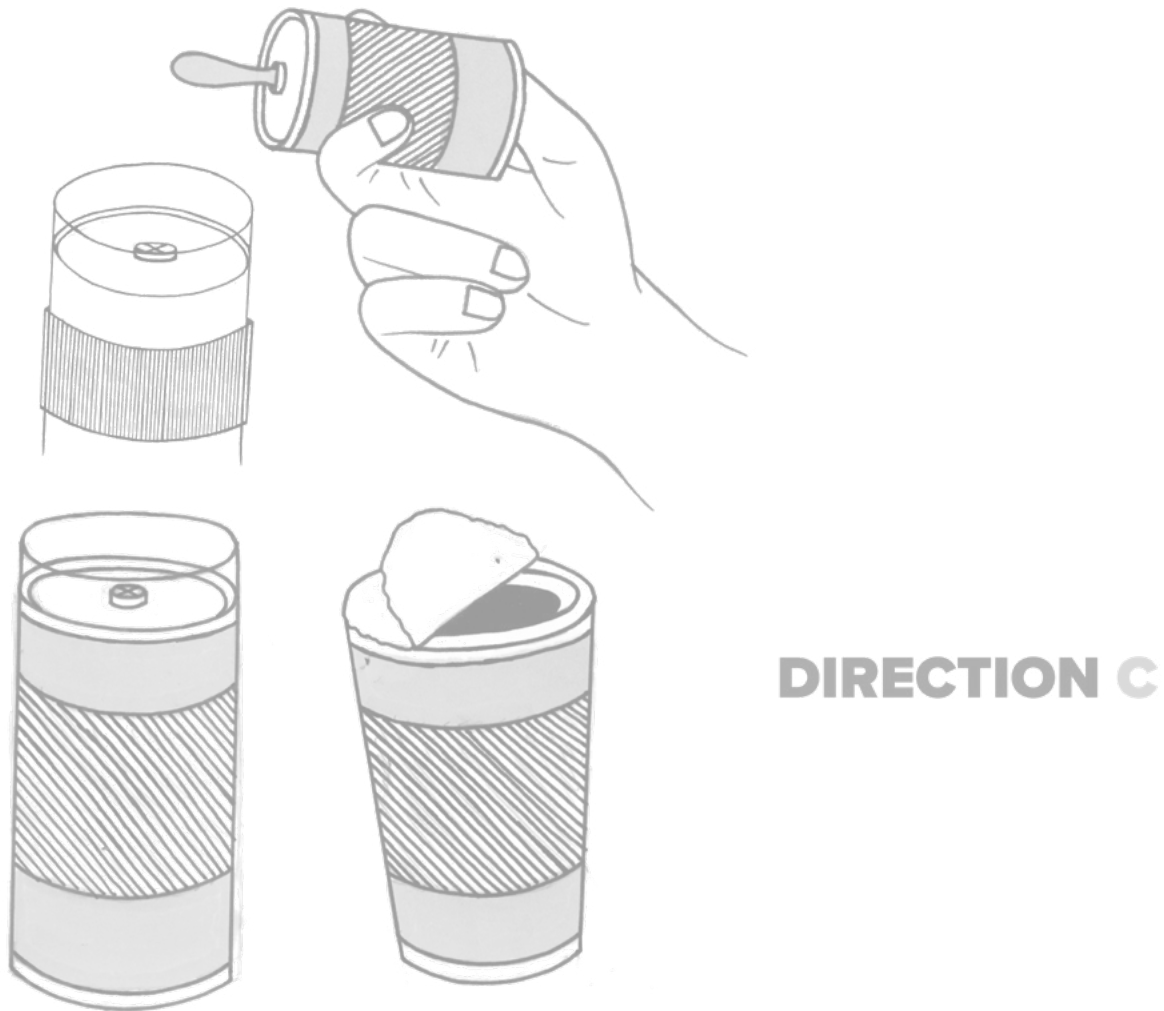
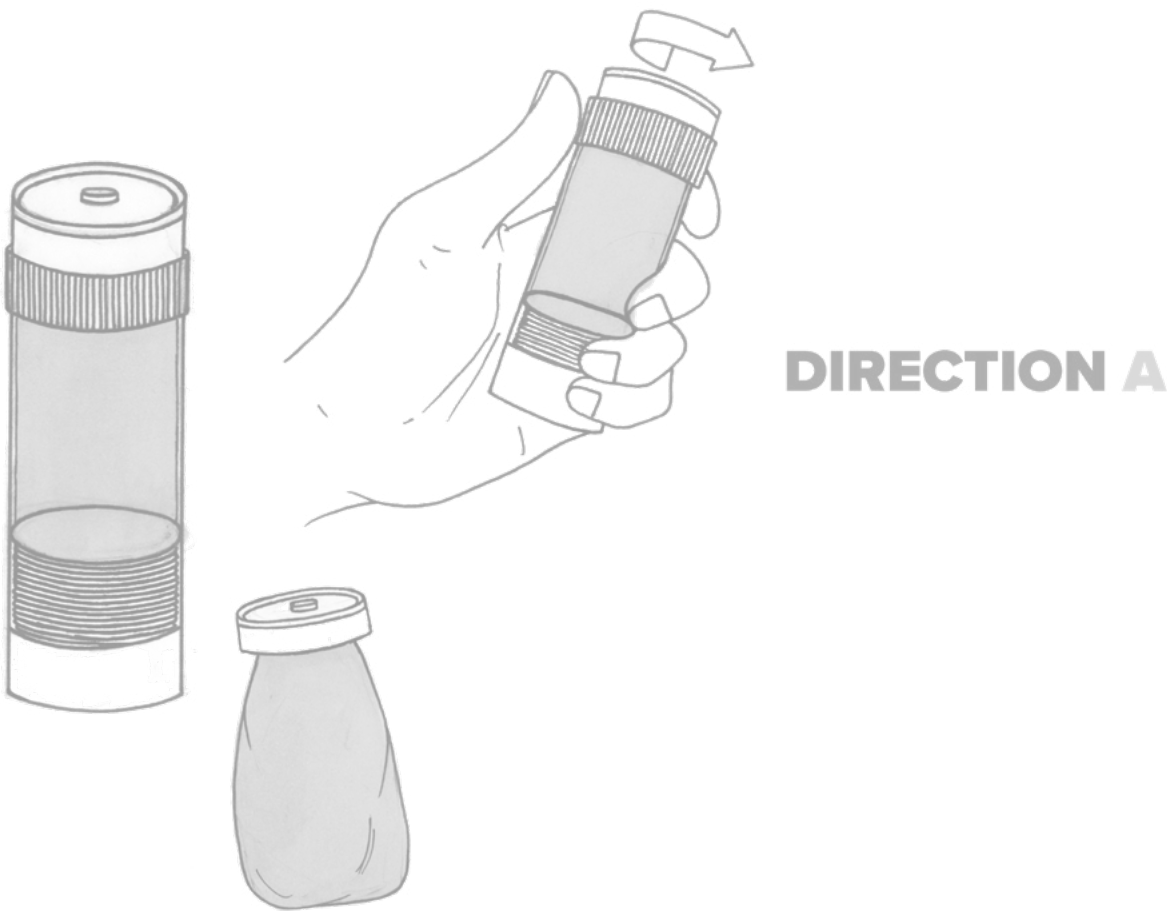
GOLDEN

Bella Berber / Kylie Boyd / Darby Thonnings

Midterm Standpoint



Midterm Standpoint

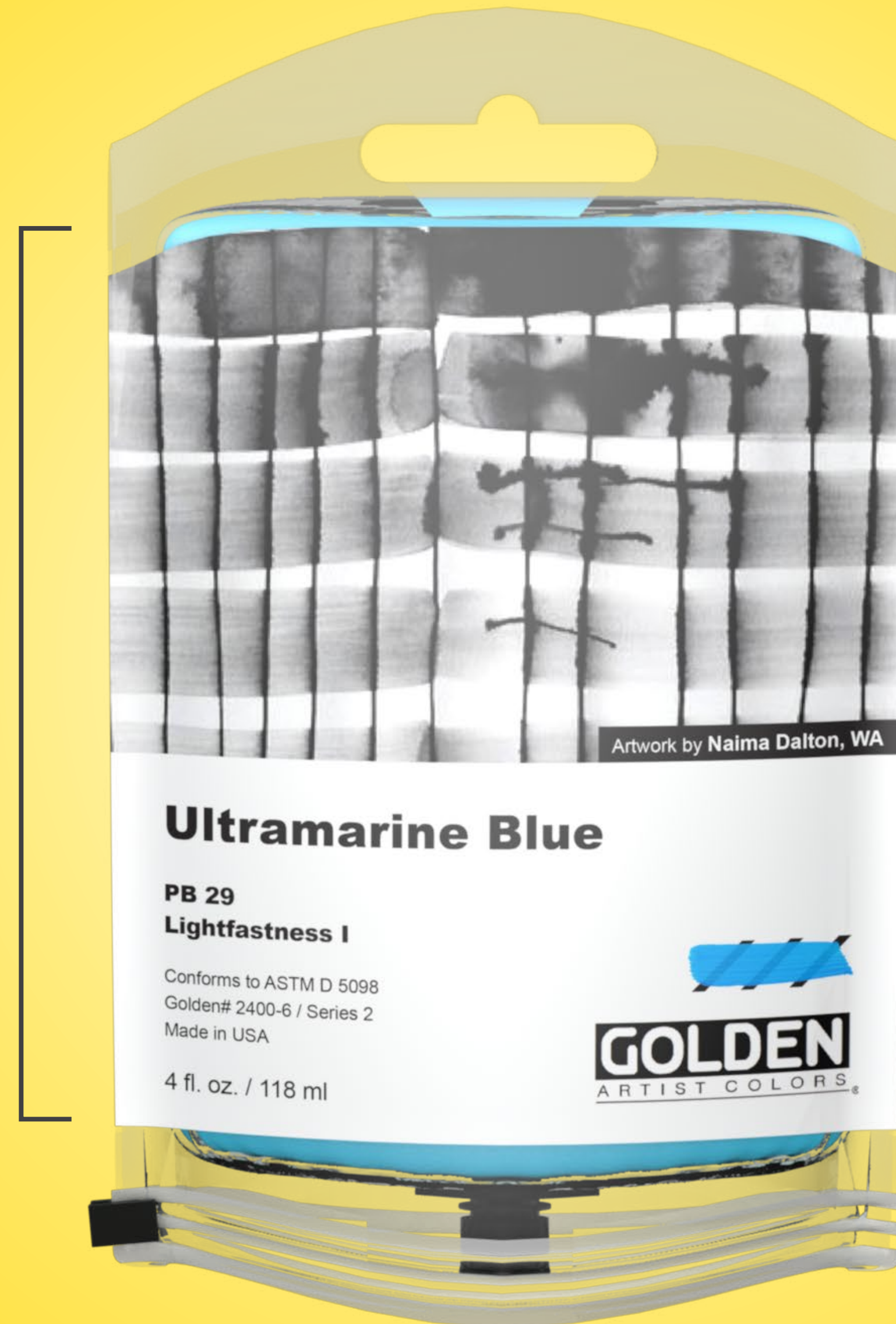


Our Solution: The Form



Our Solution: The Form

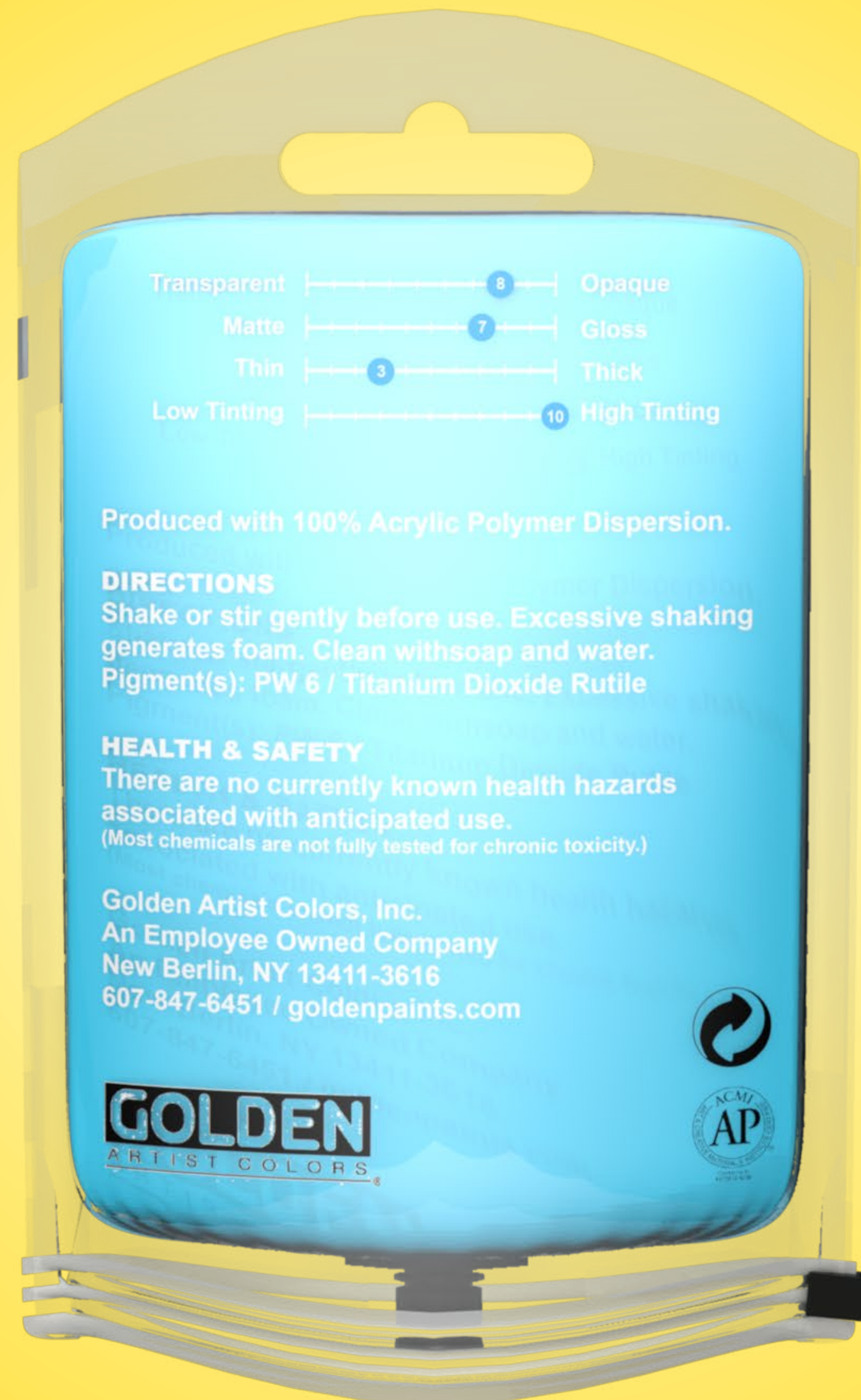
1. The Pouch



2.
The Storage

3.
The Lid

Our Solution: The Form



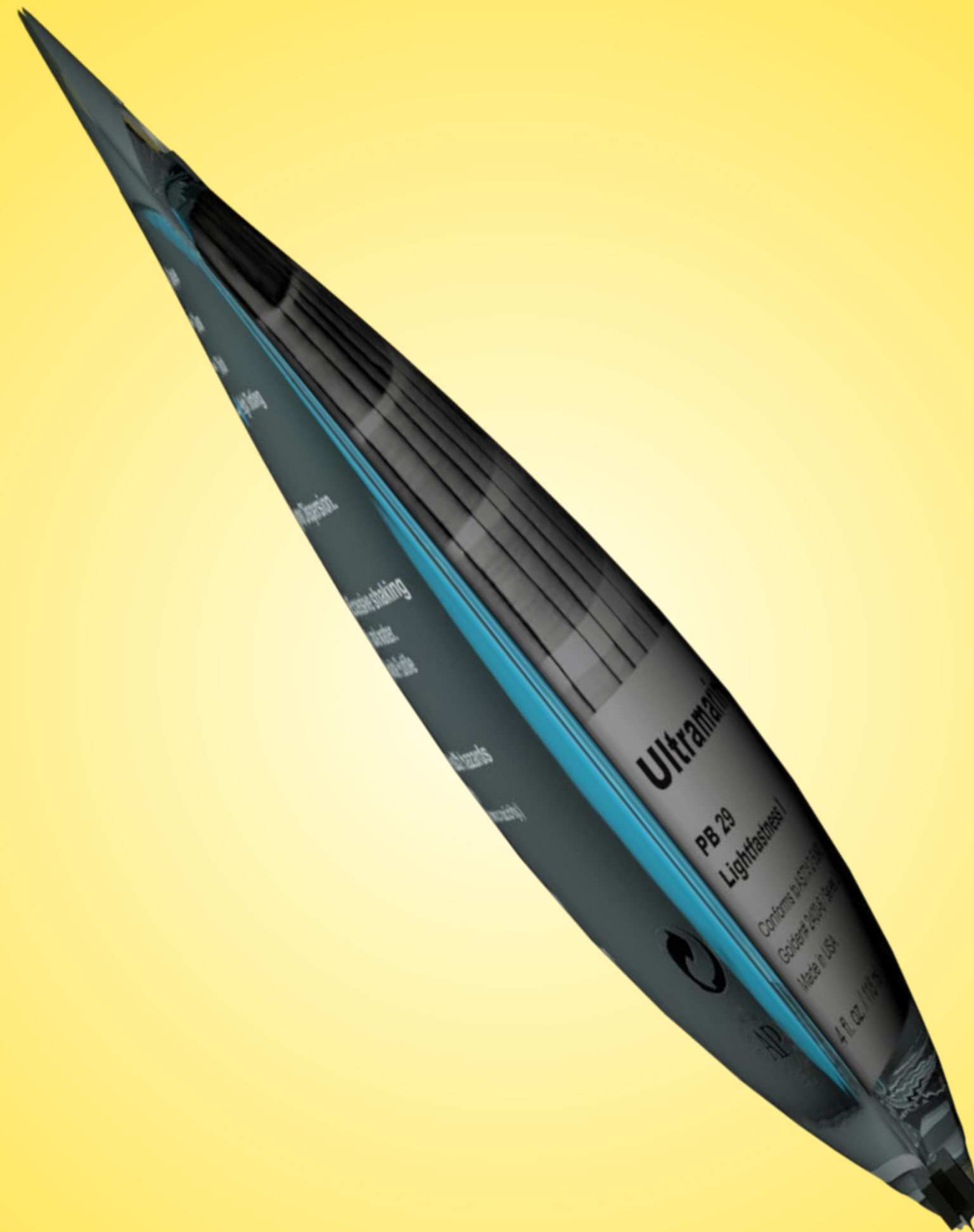
Our Solution: The Form / The Pouch




An interior pouch holds the paint.
This lives inside a shell with a zip
lock.

All plastics are certified recycable
for a green disposal.



Our Solution: The Form / The Pouch



Our Solution: The Form / The Storage



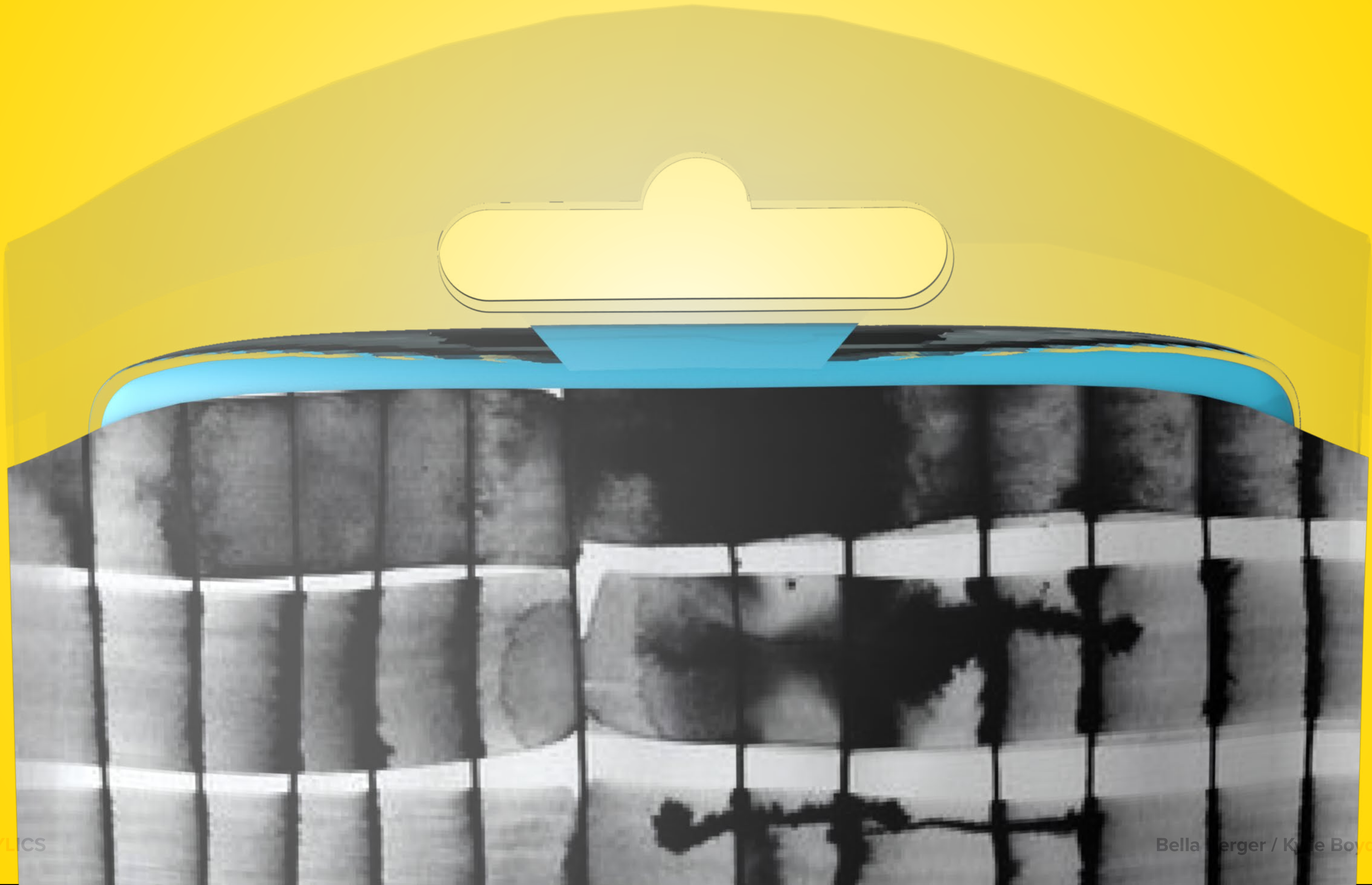
acrylic paint storage



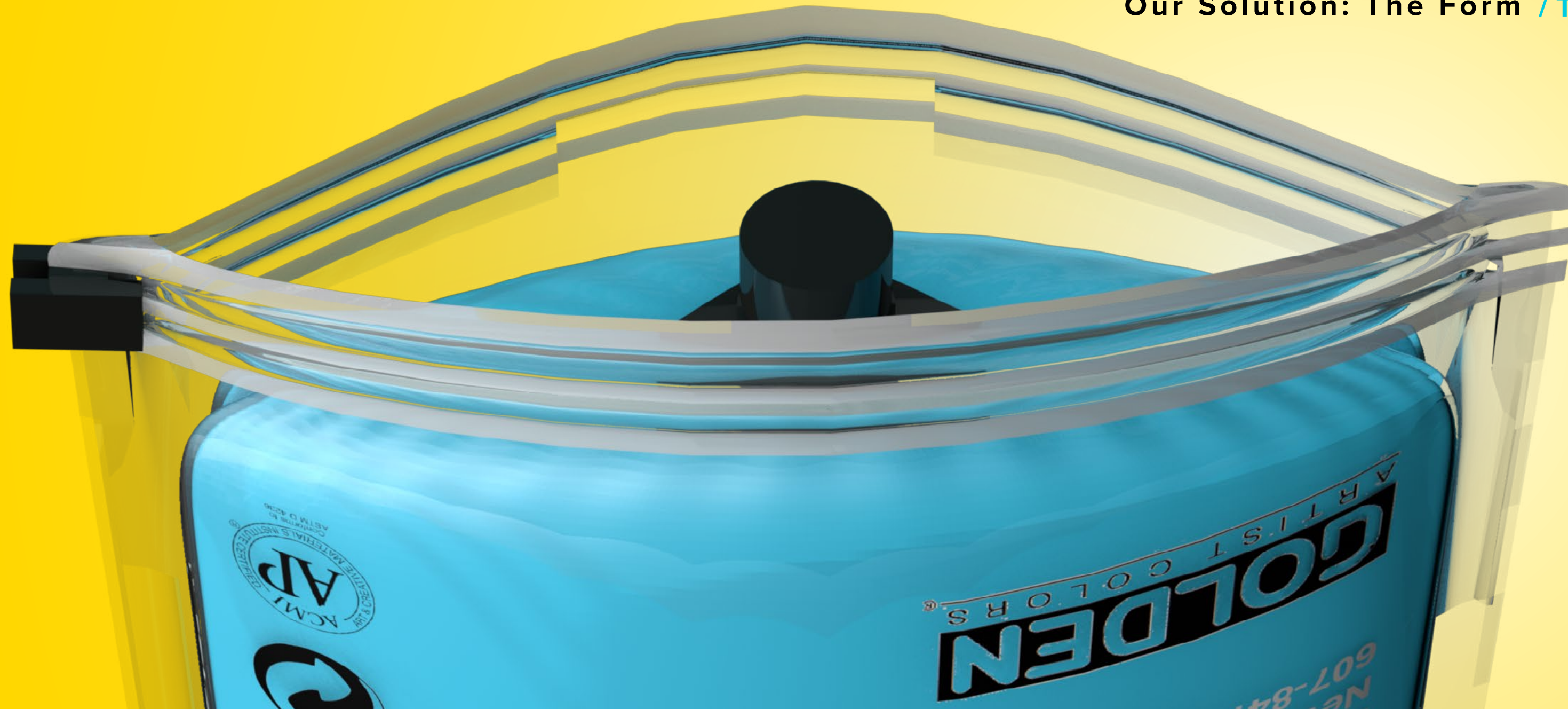


GOLDEN FLUID ACRYLICS

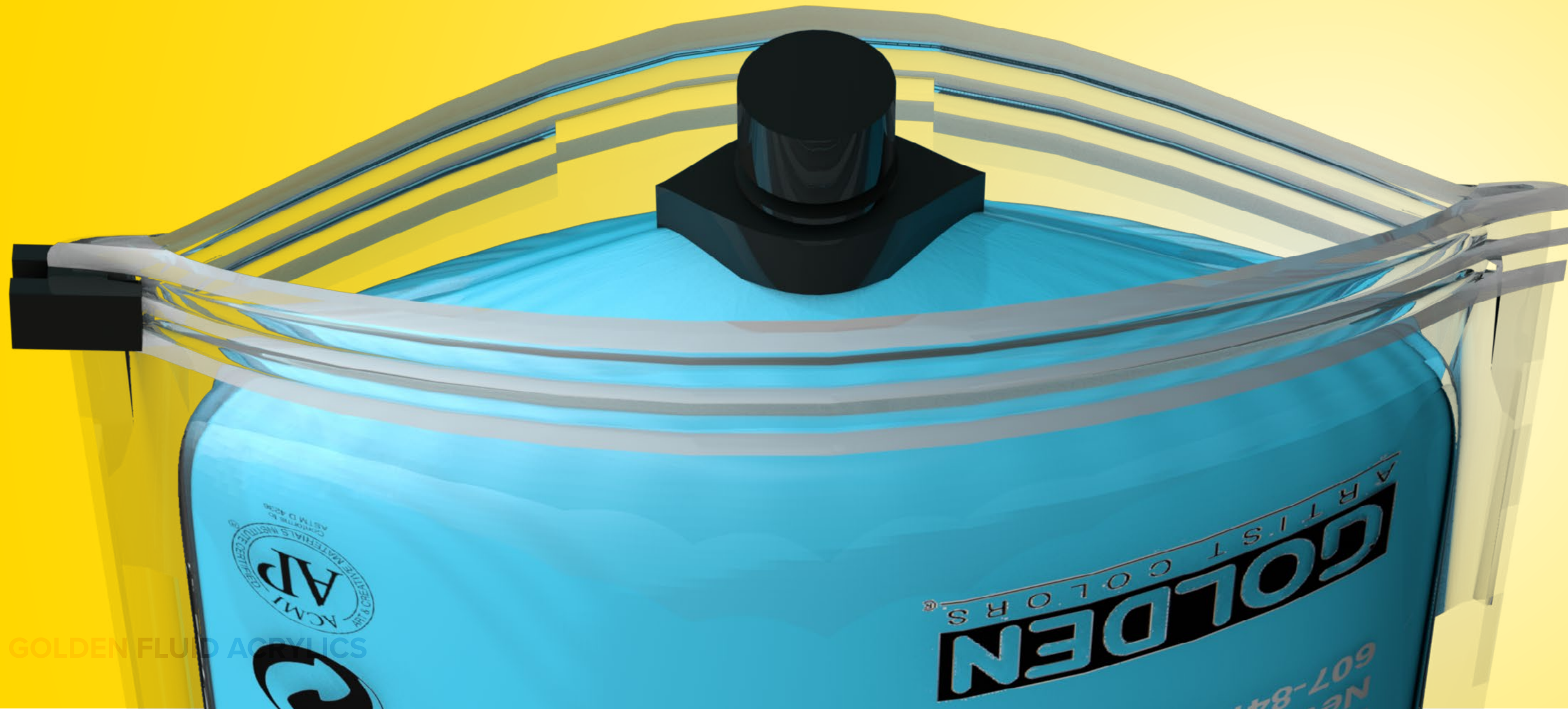
Bella Berger / Kylie Boyd / Darby Thonnings



Our Solution: The Form / **The Lid**

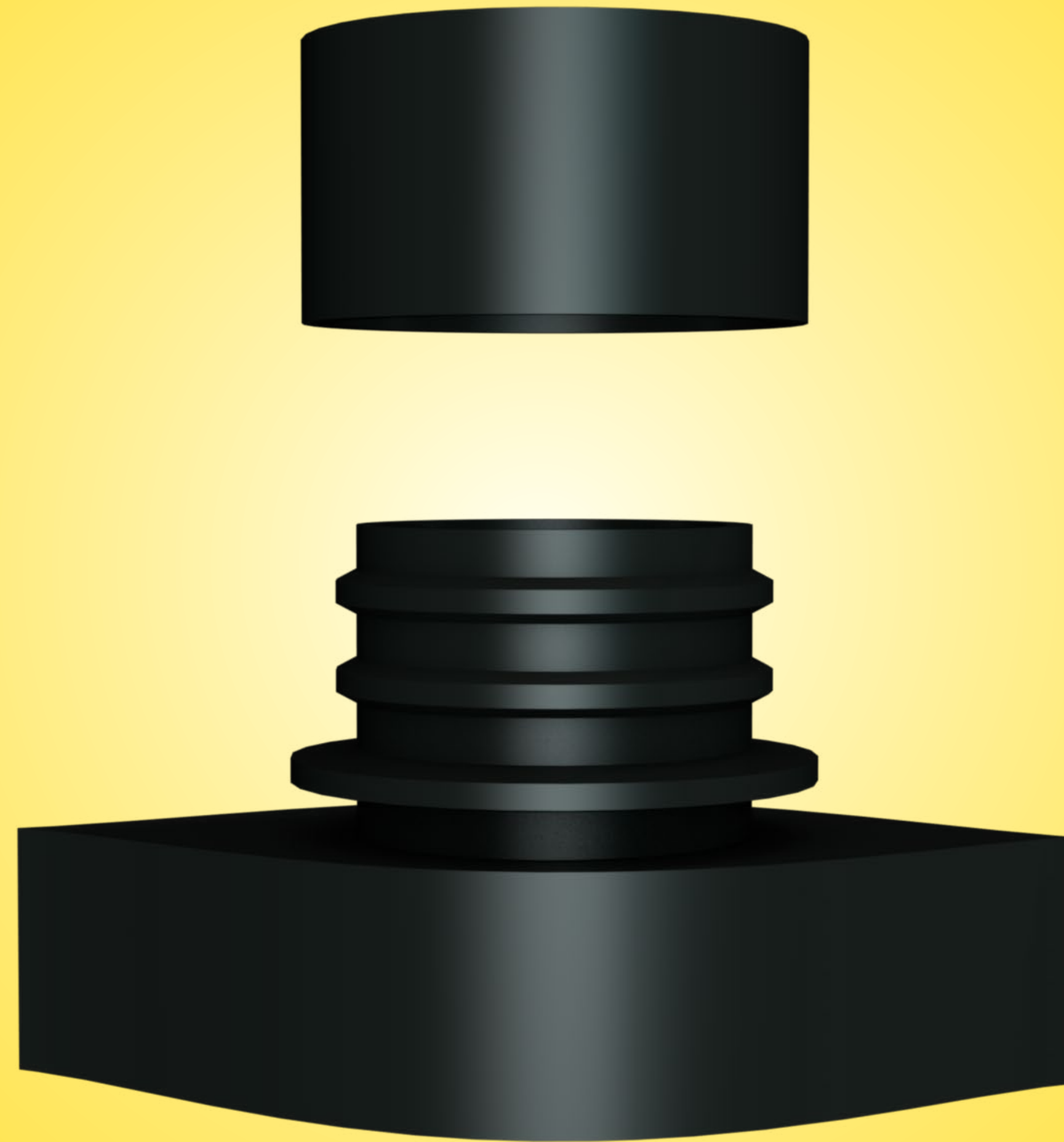


Cap easily folds into the pouch so the zip lock can close for a clean storage.



For use, the cap can be pulled to extend past the zip lock for accessibility.

Our Solution: The Form / The Lid



Our Solution: The Branding



We asked fellow paint users how much color the packaging needs to contain. Are a few paint swatches ok? Is a window needed to preview the contents? Do we have to make it as obvious as possible?



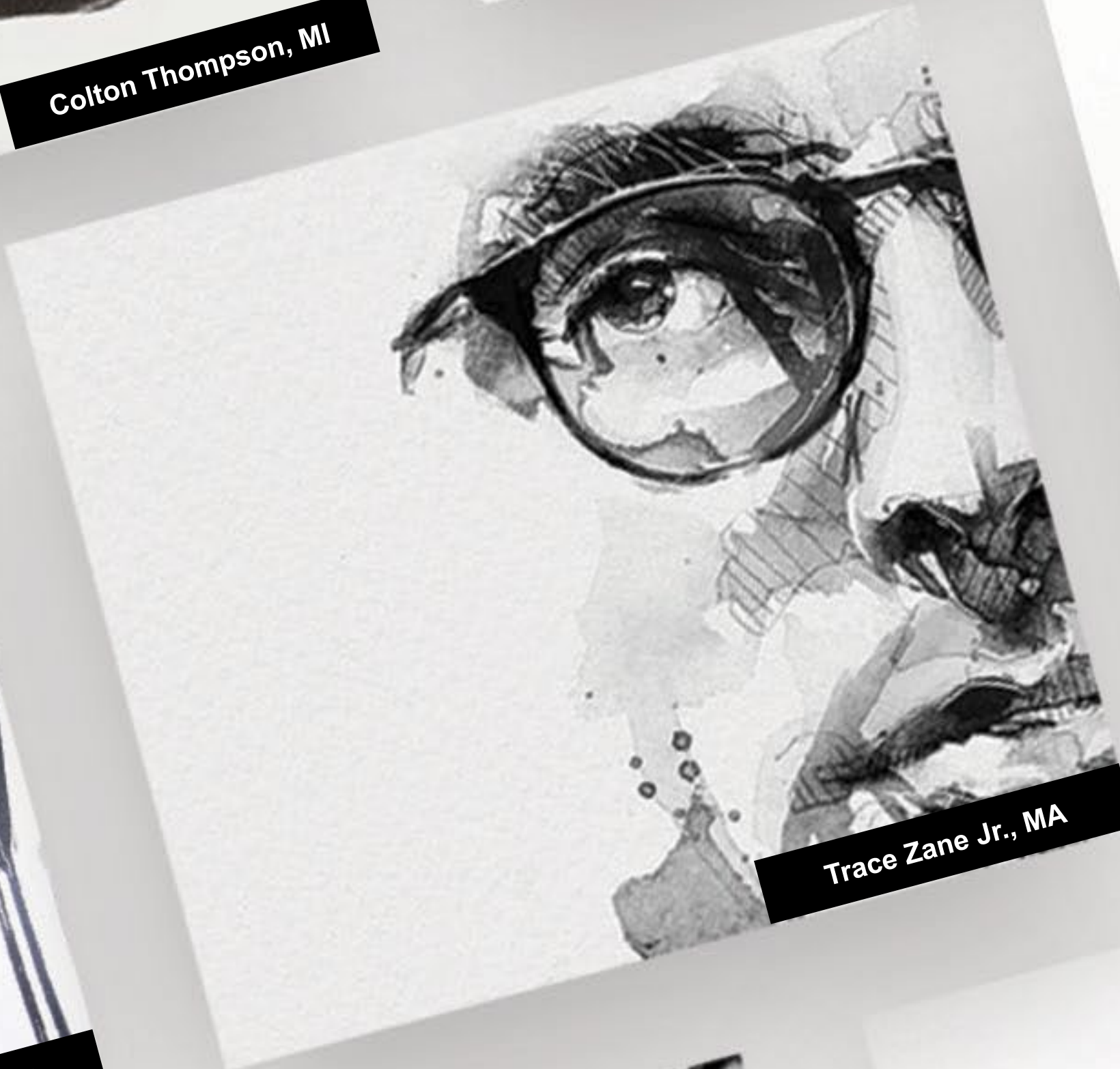
Hope Johnson, FL



Marco Santiago, NY



Colton Thompson, MI



Trace Zane Jr., MA



Cindy Catlinger, NY



Naima Dalton, WA



Humera McGill, TN



Our Solution: The Branding



How It Compares



GOLDEN FLUID ACRYLICS



Bella Berger / Kylie Boyd / Darby Thonnings

Thank you!