

Client Case Study

Marketing Campaigns

Hach

Since 1947, Hach has created state-of-the-art water filtration and analysis tools for everything from source water monitoring to quality assurance testing for soft drink companies and treatment facilities.

Capitalizing on the explosive growth of the craft brewery scene, Hach wanted to provide brewers with all the tools they needed to guarantee the water for their breweries was pure. With a marketing plan in place, Hach still needed an iconic image to accompany their campaign.

Playing off an eco-friendly footprint symbol and a Pilsner beer glass, Clay Pot crafted a whimsical illustration and logotype which helped make "Flavor Footprint" Hach's most successful marketing campaign of that year.



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Increase Your
FLAVOR
FOOTPRINT

HACH

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As a craft brewer, flavor stability and shelf life are critical to your brand and your overall business.

Monitoring and analyzing your product with Hach Orbisphere equipment will ensure your beer tastes the same from the end of the line to the bottom of the bottle.

Learn how you can increase your flavor footprint at Hach.com/FlavorFootprint

HACH
Be Right™