

# Client Case Study

## Graphic Design

### Water Pik

For over 50 years, Water Pik has been an innovator for personal and oral healthcare products for the entire family. With over 500 patents, they have been recognized several times over for their award-winning design and technology. Looking to have their packaging match their world-class products, Water Pik came to Clay Pot Creative for the production of their shower head product packaging.

Found in leading retailers like Walmart, Lowes, Home Depot, Bed Bath & Beyond and more, Water Pik wanted a visually striking product display that instantly captured the attention of shoppers. Clay Pot Creative developed a series of product packaging designs that effectively relayed the experiential element of each product while also displaying the specific details of each shower head.

This combination of emotive visuals and easy-to-read, compelling product benefits has helped Water Pik greatly expedite their growth in the shower head field. When a wonderful product joins with great marketing, it is a recipe for success.



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