

NEWS YOU CAN USE

from Allstate Can Corporation

Seeking Input

Tell us the design themes and styles you are seeking from Allstate Can's Decorative Stock Tin program! Email tincans@allstatecan.com or contact your sales associate.

Creative Access

Allstate has access to a vast resource of artists and design houses. Provide your sales person with information regarding style, subject matter, color, etc...and we will help you find the perfect artwork fulfill your custom* decorative tin needs.

* 10,000 piece minimum order requirement. Art and plate charges may apply Quick Tip

Quick Tip

Can templates may be requested through your sales person for setting up art. We accept high resolution files created in Adobe Illustrator, PDF and Photoshop.

Contact Allstate Can Corporation

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Embrace Eclectic: Design Trends 2015/16

by Leslie Wing, Director, Marketing & Creative
Allstate Can Corporation

Allstate Can researches and uses trend cues to enhance its [Decorative Stock Tin](#) product offering. Each year, we share our findings to help you jumpstart creativity using trends and observations extrapolated from trend forward publications, trade shows and social media for your next branding and packaging project.

Mixing and matching becomes its own trend where the fusion of ideas, styles and tastes from a broad and diverse range of sources come together to invoke a vibrantly creative sensibility. Eclectic style is connected through the use of color, shape, texture or finish and not a chaotic hodgepodge of random bits and pieces. The result of effective eclectic design is a fun and playful vibe that expresses a sense of history, humor, personality and connection. It satisfies a craving for comfortable approachability rather than untouchable beauty.

I. Imperfect is the new perfect:

Mass-market products shouldn't *look* mass produced. Consumers have a love/hate relationship with their tech and the root of technology is precision. As our lives become busier and more structured, we long for slightly peculiar, quirky and the implication and suggestion of human touch.

- Authentic, Real, Homemade, Natural, and Wholesome are the key words to describe this trend
- Organic techniques, hand drawn styles are rising in stature



- Uniquely paired styles: rustic with new, vintage with modern
- Stress worn marks, implied age/use
- Ornamentation features rustic, unpolished treatment
- Hand drawn vintage type and positive sentiment that encourages was a noted theme

2. **Pattern Power:** Mingling patterns of varying scale, color, motif and pairing them in quirky ways. Prevalent were:

- Graphic styles mixed with whimsical prints and bold sophisticated patterns
- Patterns as backdrops to art, text, icons
- Patterns with Art Deco geometric flair, floral and novelty character prints and icons with folk inspiration
- Basic shapes, stripes, diamonds, circles, squares, lines
- Chevron and houndstooth abound
- Scale tends toward large and chunky for stand-alone patterns
- Collage and patchwork created from unique pairings and groupings of icons, pattern, and varied scale

3. **Chunky, Clunky and Funky:** Go big and bold with icons and central art; seen at the Surtex show:

- Large and over-scaled central designs often bleed off edges
- Mid-Century modern overtones
- Graphic icons and treatments with minimal detail more dominant than painterly, detailed works of art. Reflects need for designs to translate well on small screen mobile devices with a focus on simplicity and cleanliness
- Combining differing scale and styles of typography creates harmonious and interesting art

4. **Color Cues:** the colors shown here are the hot colors for 2015; the key is in the treatment: weathered, dusty, mineralized or hyper-vibrant-- anything works in its proper context



Contact Allstate Can today to use these trends to their best advantage in your next packaging project!

