

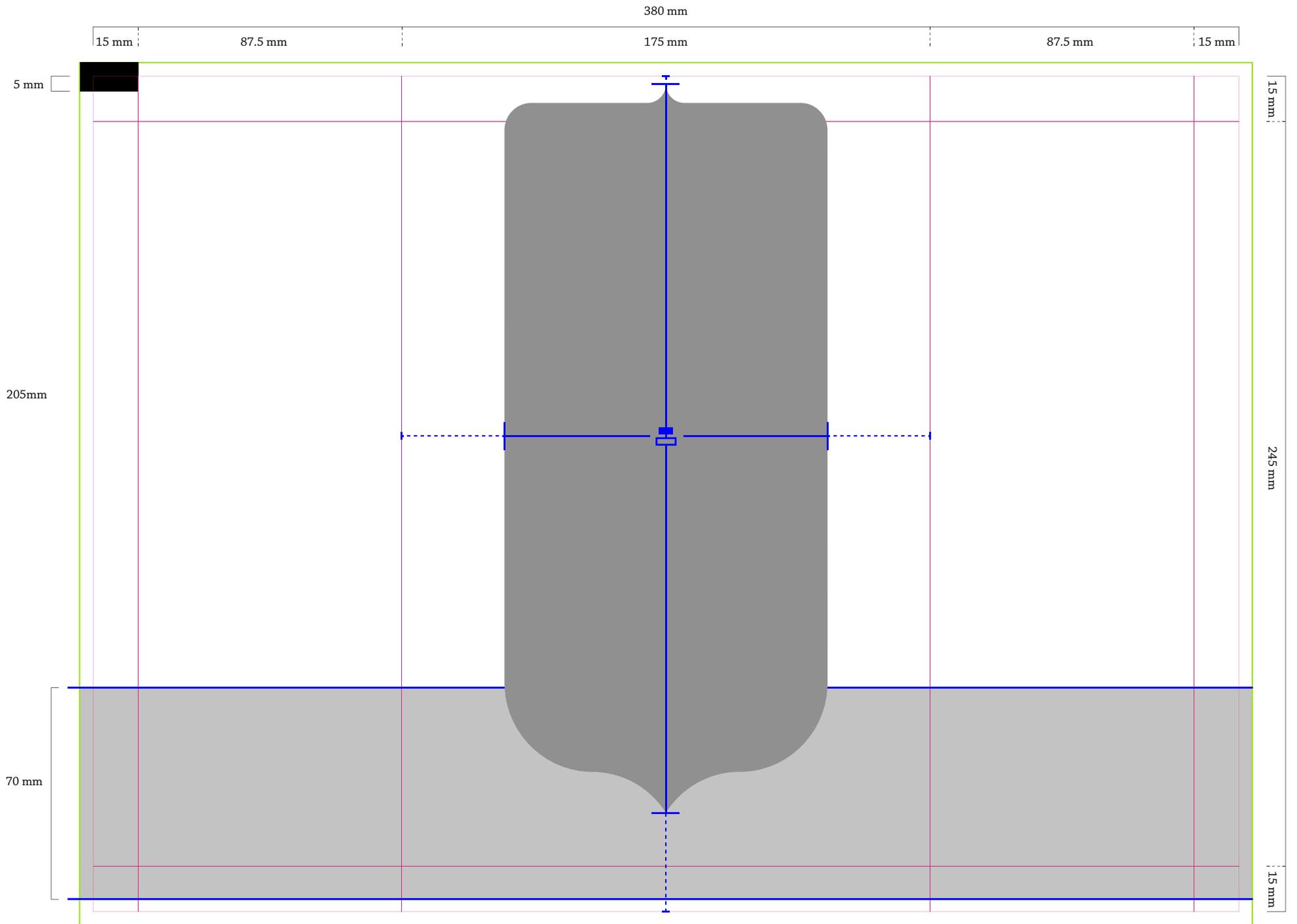


**NEVER FRIED ALWAYS POPPED**



**The potato chips is one of the most favored snacks worldwide. As Wavee potato chips is a new brand, we decided to use illustrated packaging as a means to bring out the brand's identity and the product's features. Various themes and colors are implemented to differentiate between the flavors while maintaining the same brand identity and elements. We want to create a vibrant, beautifully illustrated design with bright, jazzy colors that appeals to the consumers on the chip aisle.**







# NEVER FRIED ALWAYS POPPED

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**NO MSG  
ZERO CHOLESTEROL  
ZERO TRANS FAT  
NO SYNTHETIC COLORS  
NO ADDED PRESERVATIVES**

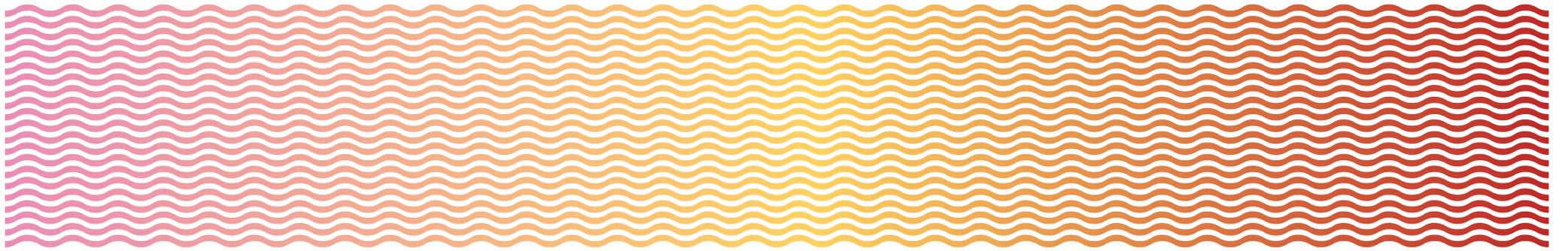
**CRISPIER! HEALTHIER!  
LET'S WAVEE TOGETHER!**

*Made of high quality potatoes using oil-free popping technology, our potato chips come in various flavours to satisfy your taste bud! How do we season it? It's top secret but rest assured, No MSG, synthetic colors and preservatives is added! What more, the shape of each Wavee chip makes it so satisfying to bite on! More wavy, better mouthfeel! Wavee potato chips is a fun and healthy snack for any ages!*

**FINGER LICKING GOOD CHIPS**

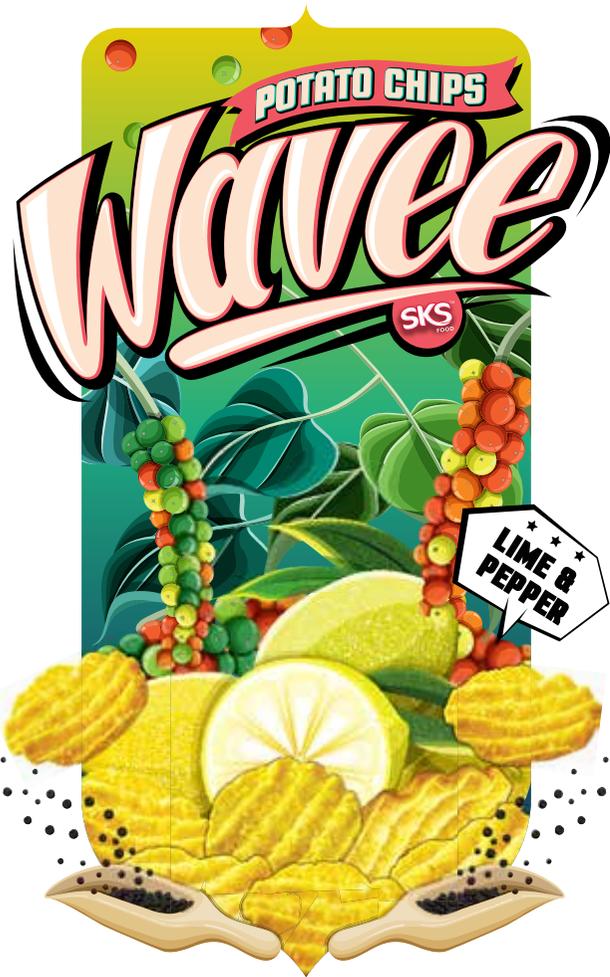


**MS 1500 : 2009  
1 004-11/2008**

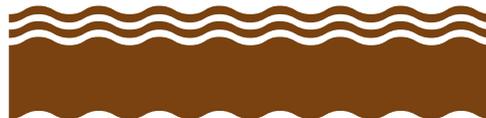




PANTONE 178 C  PANTONE 2015 C  PANTONE 2240 C   
BLACK  WHITE 



PANTONE YELOW C



PANTONE 738 C



PANTONE 1788 C



POTATO CHIPS

Wavee

SKS  
FOOD





POTATO CHIPS

Wavee

SKS

LIME & PEPPER

شركة الإنتاج  
WAVEE S.K.S.

NET WEIGHT  
88g

NEVER FRIED ALWAYS POPPED





POTATO CHIPS

# Waivee

SKS

HOT & SPICY

NEVER FRIED ALWAYS POPPED

88g



### **SKS FOOD INDUSTRIES (M) SDN. BHD.**

**SKS Food Industries (M) Sdn. Bhd. is one of the largest and oldest food manufacturers in Malaysia. With over 40 years of expertise in food manufacturing, SKS Food exports its product to over 30 countries in the world. Its quality brands and products include OMYPOP's popcorn, Mister Coco's coconut cookies, Wavee's non-fried popped potato chips and many more. SKS Food applies the international recognized HACCP (Hazard Analysis and Critical Control Point) system to ensure food safety. It is also ISO 22000 and Halal certified.**