

New Aftermarket Packaging Design



Illustrated here is a sampling of Dana's aftermarket packaging for u-joints. The Spicer examples follow the Aftermarket Packaging Design System specifications. The most eye catching and memorable element of Aftermarket Packaging Design System is the confetti pattern. This pattern is used to underscore the brand name and will be color coded for each individual brand. The confetti pattern will also be used as the focal point for placement of product illustrations or other enhanced visual imagery when it is appropriate.

The confetti pattern, along with the consistent presentation of the Family Brand Unit, Product Descriptor, and Corporate Mark establish the recognizable family appearance that is necessary to establish an effective worldwide brand image.

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SPICER®



Consistency is reason why Dana has started to implement the updated Dana aftermarket packaging design.

About Dana in the Aftermarket

Powered by recognized brands such as Dana®, Spicer®, Victor Reinz®, Glaser®, GWB®, Thompson®, TruCool®, SVL® and Transejes®, Dana delivers a broad range of aftermarket solutions – including genuine, all makes, and value lines– servicing passenger, commercial, and off-highway vehicles across the globe. Leveraged by a global network of 13 distribution centers, Dana's dedicated aftermarket team provides technical service, customer support, high fill rates, and on-time delivery to customers around the globe. For more information, please visit www.dana.com/aftermarket.

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