

Project: Client requested several headline options for various Hefty storage products.

Hefty Clip Fresh Chill Top

Chill, Dude

The Big Chill

Keepin' It Cool

Keep It Fresh ... and Cool

Hefty Food Storage Solutions

Simply Perfect

So Simple, So Perfect

Strong, Convenient, Safe ... Hefty Food Storage Solutions Has It All

Hefty Clip Fresh (Featuring Top Selling Items)

So Many Sizes and Shapes ... Everything Stays Fresh

Hefty Clip Fresh ... Four Sides to Safety

Store a Lot or Just a Little ... It's All Secure with Hefty Clip Fresh

Hefty Clip Fresh Specialty

When the Same Old, Same Old Just Won't Do

Who Wants Ordinary?

Special Storage Needs Call for Hefty Clip Fresh Specialty

Hefty Clip Fresh Premium +

Now That's Class

Freshness Is Just Four Clicks Away

Click, Click, Click, Click ... Now It's Premium Protected

Clear, Clean, and Strong ... That's Premium Protection

Preview (Featuring all 4 collections)

Hefty ... for Every Need, for Every Budget

Storage for All Seasons ... and All Budgets

Who Says You Can't Be All Things to All People?

Variety and Value ... Hefty Has Storage for Everything