



Our new corporate design

TRIXIE started out as a B2B company and has since developed into the European market leader through our long-term and trusting business relationships with specialised retailers. To make end consumers more aware of our brand, we have launched a thorough strategy process in which we have defined target groups, demands, benefits as well as core values and developed our key concept:

With TRIXIE, you get a friend for life - with everything you would expect from a true friend: Reliability, trust, and companionship, shared experiences and fun. But also understanding, support, advice, and the certainty of having someone at your side who knows what you need, what you want and who you can rely on completely.

Friends for Life

This has resulted into a concept full of personality that is friendly, sympathetic, and cheerful but also reflects a modern vibe and clarity! All visualised in our new logo, our imagery, and our product presentation.

Our new logo

is based on the previous red ellipse to ensure a high level of recognition. But it has a simpler, clearer, and more modern design, which also offers playfulness and emotionality with two newly added i-dots.





The new image concept

shows the friendly and close relationship between humans and animals in many situations. The packaging clearly focuses on the product benefits and use.

The new packaging concept

includes a colour system for individual categories on which the logo can be placed calmly and clearly. To pick up on the former TRIXIE colour blue, we have assigned a shade of blue to the largest category „Stimulation“.



The snack packaging has a separate colour concept because it is necessary to differentiate between series, categories, and varieties.



The implementation

The concept will be presented for the first time at Interzoo in Nuremberg at the beginning of May. The first packaging in the new design will be delivered from May/June. You can look forward to a modern, eye-catching appearance that works as a whole and radiates emotion.

TRIXIE celebrates its 50th anniversary this year, but with this new look we are presenting ourselves younger than ever before.