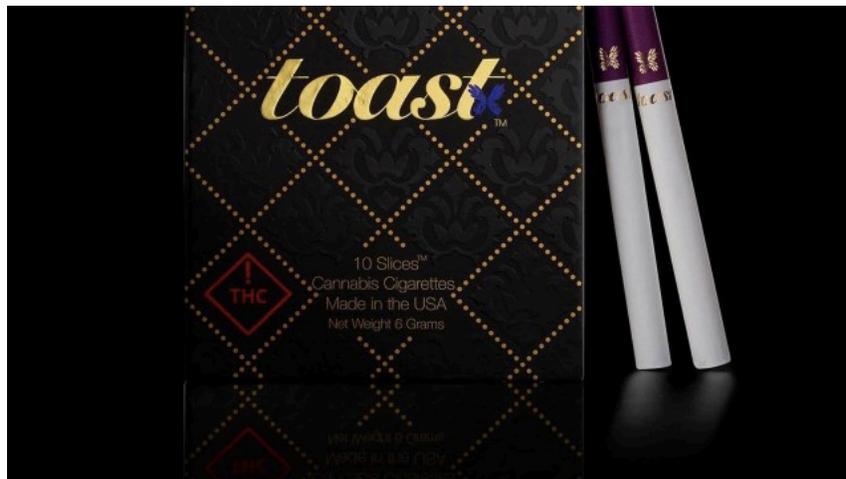




In the US, different packaging to attract marijuana users



NEW YORK - In an attempt to win over consumers, *cannabis companies* have started to differentiate their products. And the method found was to invest in increasingly chic packaging.

Wrapping a crooked and clumsy cigarette by the hand sounds like a strange ritual of the past in the face of these new products. Toast's cigarette packs are black and have an art deco look. "Toast" is written in golden cursive. There are bundles with ten and two units, called "slices."

The filter part is purple, with a butterfly and golden letters. The look was inspired by the cigarette packs of the 1920s, says Gabrielle Rein, creative director at Toast.

"The packaging had to position the product in the luxury segment," he says. - It needed to have a chic and sophisticated look, besides being unisex.

Settling for packaging is a way to earn in the growing marijuana sector valued at \$ 6.7 billion in 2016 and expected to reach \$ 50 billion by 2025, according to consulting firm Cowen and Co.

Ed Kilduff, the marketing guru who has created products such as the Rabbit Corkscrew and a more traditional herbal bottle praised by host Oprah Winfrey, now ventures into the cannabis world with Pollen Gear. He saw an opportunity when he realized how marijuana is usually packaged.

According to him, the stores sold marijuana of different qualities in the same bland packaging. That's why Kilduff has created a child-resistant glass cylindrical container to differentiate first-line products.

"The stores had no way of distinguishing high-quality products whose production costs more," Kilduff explains. - Now, they finally have a proper packaging.

The company also joined forces with Adam Pollina, a Marvel illustrator, to create labels for famous marijuana varieties. One of them portrays a gorilla in a top hat and looking tired, smoking a marijuana cigarette with a hamburger, fries and a pet cat. In another, girls in Girl Scout uniform draw a marijuana leaf on a brick wall.

"People buy alcoholic beverages based on marketing, advertising and bottle format," and now it's the turn of cannabis to get into that game, Kilduff said.