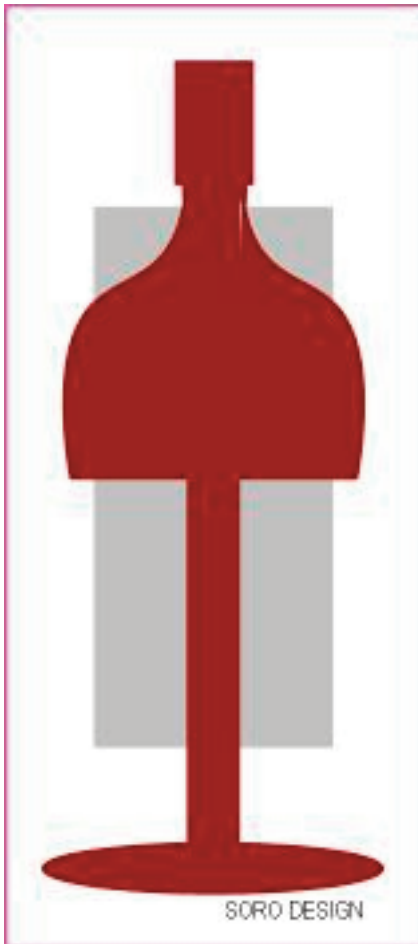


## Design Department

### *Tayloring Olive Oils*



A copy machine, a pair of scissors and a set of color fountain pens were the simple tools employed by Juan Carlos Rubio, at the time head of design of the company, when in 1982 he was requested to prepare a private label for the SPAR Group. As it turned out to be, this was most likely the first private label done in the modern Spanish market. We say modern, since the company had previously been involved in the manufacturing and distribution of a concept-brand named “Economatos”, which nobody cared to register. It was meant to serve olive and vegetable oils to the numerous public-run stores of the Spanish Government of the Franco era -serving public-employees, hospitals, the army, the civil guard, etc.

Radically different and efficient new tools for the graphic and product design have been developed ever since. Toledo not even has kept pace of this software revolution but has made itself a key reference in private labelling procurement. Furthermore, the Graphic Department at Madrid offices is fully prepared to give responses to customers in hours time, which gives it a tremendous advantage when compared to competitors who depend on external, costly and time-consuming sources, generally unknowledgable in olive oil.

By means of experience, knowledge and the use of professional software such as Quark X-Press, Freehand and Illustrator tools, and an array of available ftp servers, the Dept. is ready to adapt and design any request. This involves full and direct relationship, format protocols with the graphic printers -labels, cartons, caps, etc- and suppliers of the company, in order to gain time and efficiency. Needless to say, these services are provided free of cost by Aceites Toledo to those steady customers.

*A man is nothing without tools,  
Thomas Carlyle.*

Through our long history as olive and vegetable oils manufacturers, many important retailers have count with us for the development and placement of large distribution concepts and packaging needs. Join us and experience growth with people who care for your products and service needs.

