







We quickly moved to action and implementation of the plan. We took a sheet of paper and started drawing the first sketches. Our designers created characters and products to fit the entire concept of the brand. We have given each of the products a unique character and style. When we saw the first samples, we knew it was going to be a bull's eye!



We wondered how to use the new technology for our purposes. We came up with the idea that the entire brand should be linked by a smartphone game. Thanks to this solution, children have even more fun and can identify more with the characters and products of the Candy Gangs brand.





















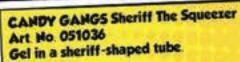


















CANDY GANGS Tip & Top 50 Art. No. 000473/1 Powder lollipop on a stick.





















16ctn



KING SPRING POP





CANDY GANGS King Spring Pop Art No. 031044 A lollipop on a spring.



Dg 30pcs 6dis 12ctn 72ctn









CANDY GANGS Diamond Didi Art. No. 031043 Lollipop in the shape of a ring with a diamond.





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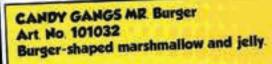
CANDY GANGS DR Rolletix Art No 050918 Very large, fruity, liquid ball candy.



32ctn



















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