



**TOTAL**  
**QUARTZ**  
ENGINE OIL

Performance  
at first sight



#TotalMauritius  
total.mu



**TOTAL**  
Committed to Better Energy

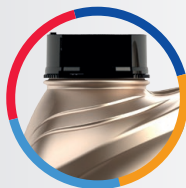
# A CUSTOMER-CENTRIC DESIGN ENHANCING THE USER EXPERIENCE

## NEW ERGONOMIC ASSETS

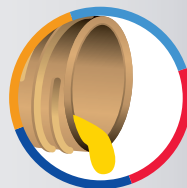
Especially developed to respond to market needs.



**New side handle**  
that makes the can handy  
and easier to carry.



**New innovative & premium design**  
that captures modernity  
and allows easier pouring.



**Enhanced product recovery**  
with a more performant can.

# NEW ARTWORKS

The new label design is inspired by the dashboard of a car.

This concept was validated by a major market study as innovative and customer-centric, helping the product stand out significantly from its competitors.



**Strong brand**  
impact & immediate  
product line visibility.



**New educational pictograms**  
that highlight products' uses  
and benefits.



**Product name**  
with the background  
of the range's color.



**QR code**  
that authenticates the product.



**Enlarged**  
viscosity grade.



**Product's benefits logo.**

# NEW DESIGN

NEW BRAND IDENTITY  
THAT HIGHLIGHTS MODERNITY,  
INNOVATION & PREMIUM QUALITY.

BEFORE



AFTER



**Scan here**  
to find out which  
engine oil is best  
for your vehicle.



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