

# innovative design SUSTAINABLE RESULTS

BY ERIKA FLYNN

◆ THE MOST INNOVATIVE – AND SUCCESSFUL – PACKAGES ARE A RESULT OF MANY COMPONENTS. ◆

At Diamond Packaging, those components are in place, and the company is developing innovative and sustainable solutions for clients every day, using its technical expertise and state-of-the-art technology.

Whether designing and manufacturing paperboard or plastic folding cartons, counter-top displays, physician sample packaging, blister cards or dispenser cartons, Diamond is pushing the envelope on innovation in partnership with its clients.

A Heidelberg Speedmaster XL 105 offset press, added to its facility this year, represents the state-of-the-art in package printing technology, delivering an unprecedented combination of cost innovation and sustainability, according to Dennis Bacchetta, director of marketing. “It offers the latest in coating capabilities, including a flexo coating unit upfront [to lay down eco-friendly metallic coating effects] and a dual flexo coating unit on the end to apply UV, aqueous or specialty coatings,” he says.

## Proof in the Launch

Case in point: last year’s Gillette Fusion® ProGlide™ shaving system launch. Mike Marcinkowski, principal engineer at Gillette, a division of Procter & Gamble, says as one of the company’s preferred vendors, Diamond helped him and his team create the package this launch demanded.

“It’s very important for us to be able to deliver standout packaging, especially with our sea of products,” he says. “We have to create something that is new and differentiating but that still connects the brand.

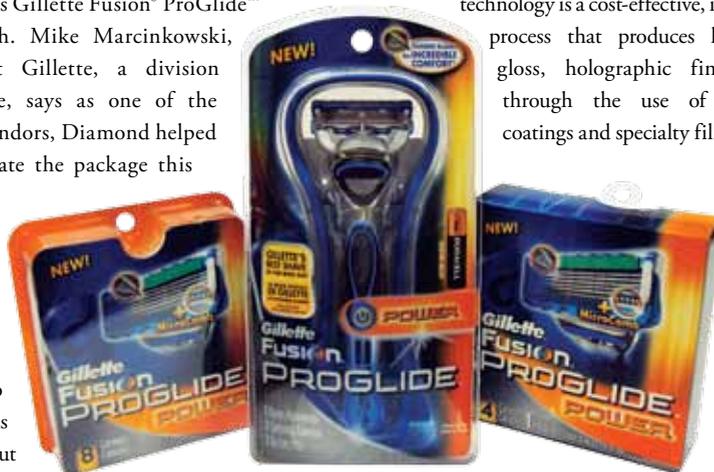
As a brand extension of the Fusion line, we wanted to keep the look within the family but also create new and exciting packaging.”

Marcinkowski adds that with ProGlide representing one of its “latest and greatest” product launches at the time, “that put us in a category where we needed to partner with Diamond and some of its expertise and technical capabilities.”

Looking to achieve a metallized effect on the packaging, but in a sustainable manner and without the use of metallized lamination, added costs or increased lead times, the teams worked within Diamond’s greenbox initiative, which represents a comprehensive approach to packaging that minimizes environmental impact through the supply chain.

“Diamond demonstrated its Green Chic™ model in the Fusion® ProGlide™ packaging through the use of more sustainable converting methods, including the inline application of MiraFoil® metallic coating and Cast and Cure holographic effects,” says Bacchetta.

MiraFoil® specialty metallic UV coating delivers “Foil on demand at print speed”. It’s an economical, inline alternative to film and foil laminates that enhances the brilliance of the printed surface while providing environmentally-friendly benefits: it reduces converting steps (saving time, minimizing costs and conserving energy), it is fully recyclable (through the de-inking process), and it can be spot applied. Cast and Cure technology is a cost-effective, inline process that produces high-gloss, holographic finishes through the use of UV coatings and specialty film.



According to company officials, the conversion to MiraFoil® from foil-laminated board—used in previous versions of Gillette packaging—resulted in reduced costs and shorter lead times. Another benefit is that all of the paperboard components were manufactured with 100% renewable wind energy.

“Both applications were new to us and to them, but it was definitely the desired effect we wanted to help



create that differentiation on-shelf,” says Marcinkowski. “We used all new printing methods that met our cost objectives and delivered a high premium appearance.” Gillette consumer research indicated positive reactions to the new packaging, he adds.

## The Diamond Difference

The company, which is celebrating its Centennial this year, is a member of the Global Packaging Alliance® (GPA), giving it global reach with service capabilities throughout the world. “We produce packaging for North America and our partners handle other regions of the world, enabling us to support international brands,” says Bacchetta.

Diamond Packaging’s facilities are ISO 9001:2008 certified, and cGMP compliant for the pharmaceutical and healthcare industries. The company also specializes in the cosmetic, prestige and mass market personal care products, nutraceutical, confectionery and food markets. Diamond Contract Manufacturing (DCM), its contract packaging division, is also registered with the Food & Drug Administration (FDA) for secondary packaging and labeling. ◇

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