

Decorated Cartons Gain Shelf Appeal

By Kym Conis



Statistics show that a package or label has only five seconds to capture its audience – little more than the blink of an eye. Beyond that initial recognition, a consumer, on average, will spend only 20 seconds to select a product from the shelf. In today's crowded retail environment where products continue to vie for shelf space and capture the limelight, shelf appeal becomes increasingly more important.

Quality, value, brand awareness, overall appeal and even taste start with what the eye can see — the outer package. From foil stamping and embossing to specialty coatings, laminates, laser cutting and more, enhanced packaging translates to a higher quality product and hence, an increased purchasing interest. The following three case studies all feature winners in the 2010 FSEA Gold Leaf Awards Competition that share one common denominator: the use of value-add finishing processes to capture that five-second window of opportunity.

McGraw Silver
Diamond Packaging, Rochester, NY

Coty Inc., one of the world's largest and most successful beauty companies, recently introduced McGraw Silver, a fresh, clean fragrance that captures the country music star's core: gallant yet sensual, clean yet rugged. Diamond Packaging worked closely with the Coty design team from

the onset to ensure that the packaging reflected the essence of the artist and the excitement of city life.

The desired appearance of the finished product was to achieve a rugged feel without giving a distressed look. Diamond collaborated with Coty to ensure that the color



and texture of the denim pattern matched Coty's and Tim McGraw's preference. "In fact, we matched both the color and texture to a pair of jeans supplied by Tim McGraw," stated Dennis Baccetta, director of marketing at Diamond Packaging. "We tested several custom denim embossing patterns and submitted them to the customer for approval."

The cartons were offset printed on 28x40" .018 bright silver foilboard from Hampden Papers. The cartons were printed with opaque white, black and three PMS colors in-line with UV gloss spot coating (silver areas) and a UV dull stampable varnish on a Heidelberg Speedmaster CD 102. Next, the cartons were register embossed on a Bobst BMA and diecut on a Bobst 102 CER. The multi-level embossing dies and counters were supplied by Metal Magic. All components of the carton were manufactured using 100-percent renewable wind energy.

"The overall presentation imparts unusual depth and distinction through innovative design, material selection, UV gloss spot coating, foilboard and embossing," said Baccetta. For this application, bright silver foilboard was chosen for its upscale appearance and because it was more cost effective to utilize foilboard than to foil stamp such a large area. "The combination of a metallic effect with embossing augments the graphic design and creates a unique visual and tactile presentation," said Baccetta. "The carton was embossed with a denim pattern, lending a distinctive look and texture to the product." Finally, subtle accents, including an embossed logo on the front panel and custom-designed silver embossed guitar pick on the top panel, tie the brand to the iconic star.

To date, a total of 257,000 cartons have been produced. Baccetta concluded, "The response to the new packaging has been extremely favorable, as evidenced by both customer reaction and product sales."

Celebrating its 100th anniversary, Diamond Packaging is a 100-percent woman-owned, WBENC-certified company specializing in developing innovative and sustainable packaging solutions for the personal care (cosmetics and skin care, fragrance, hair care), health care, pharmaceutical, nutraceutical and food and confectionery industries. Diamond is FSC chain-of-custody certified, ISO 9001:2008 certified and cGMP compliant for the pharmaceutical and healthcare industries. Diamond Contract Manufacturing, its contract packaging division, also is registered with the Food & Drug Administration for secondary packaging and labeling.

Holiday Box **Trade Print Finishing, Salt Lake City, Utah**

Trade Print Finishing partnered with International Paper Box (IPB) to create this limited-production promotional piece that was used for holiday marketing to IPB's customer base. "Because of a strong and healthy relationship, there is regular communication between IPB and Trade Print Finishing regarding new finishing techniques. These techniques often have to wait for the right project to come along," said IPB Sales Associate Ryan Brower. Promotional pieces are the perfect forum to showcase such techniques. "Success in this particular project came from embracing and building on one another's ideas," Brower continued.



Because of a limited time constraint of less than one week to complete the job from start to finish, stock art was a necessity. The challenge came in trying to modify the art in such a way that showed unique and impressive printing and finishing techniques.

The gift box ran one-up (top and bottom) on 17.75x23" 18pt. C1S SBS sheets. First, the boxes were foil stamped at Trade Print Finishing on a Gietz press with silver metallic foil from Kurz Transfer Products. Next the foiled images (ornaments on the lid and striped areas on bottom tray) were overprinted in 4/C process plus PMS 877 using UV inks and matte UV flood-coated at International Paper Box. The sheets then went back to Trade Print Finishing where the ornaments and stripes were spot UV coated with coating from Kelstar on a Sakurai press. The ornaments were register embossed on a Gietz press with embossing (and stamping) dies from Metal Magic. Finally, the sheets were diecut, folded and glued at IPB. According to Brower, the biggest challenge in

running the sheets was in holding the tight registration on the ink to foil.

“Using impressive techniques in promotional packaging inspires customers and allows us to showcase our capabilities,” said Brower. IPB wanted to run both the tray and lid on one form and did not want to use a foilboard for both pieces – only the tray. “Using a foil stamp was a great option to have the same effect and control how much foil would actually be used,” he continued. “We also wanted to give some dimension to the stock art. Using foil stamping with a sculpted emboss on the ornaments made the packaging come to life.” IPB and Trade Print Finishing also integrated UV coatings into the package design. UV flood coatings are durable (especially in packaging) and spot UV can add a subtle accent.

According to Brower, the end result was attractive and helped IPB accomplish its goals. “Our customers were impressed and inspired,” he said. “Showcasing printing and finishing techniques always strengthens the confidence our customers have in us as a partner in packaging.”

Troy Summers, plant manager at Trade Print Finishing concluded, “This was a fun project for us because the client

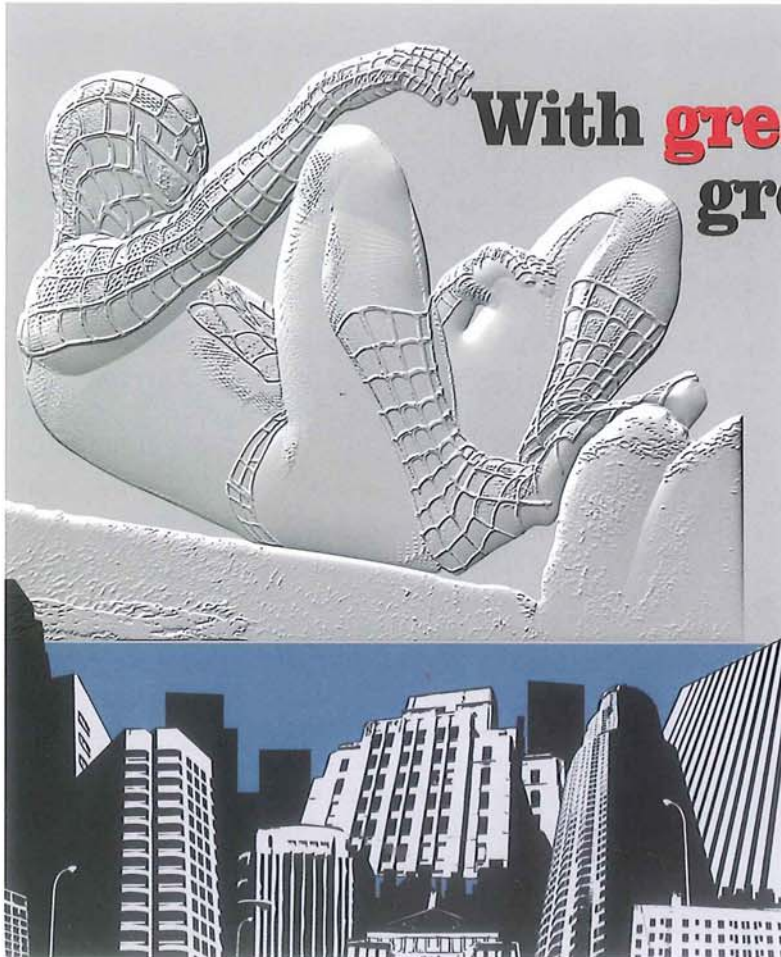
got us involved from the start. That is the only reason it was possible to produce this piece in a week. We wish all of our customers could see the advantage of getting the finisher involved.”

As the name suggests, Trade Print Finishing is a print finishing company working for the printing trade. Founded in 1948, the company started as a quality engraved stationery manufacturer. Trade Print Finishing has evolved to be Utah's largest and most diversified print finisher, known for its high-quality foil stamping, embossing, diecutting, UV coating, folding/gluing and engraved stationery.

**Superfeet Copper DMP
AllpackTrojan, Renton, WA**

When Superfeet set out to launch its new Superfeet Copper DMP insole product, it partnered with AllpackTrojan to create a package unlike any of its other lines. As each line is recognized by a specific color, the new copper line sent Superfeet searching for a metallic effect – something the company had never done before.

Quite a bit of communication and pre-planning took place between AllpackTrojan and its customer to achieve the exact



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color of copper. "When you are emulating copper, the only way to make it look metallic is with a metallic effect," said Superfeet Purchasing Manager Derek Schauer. "We had been looking at doing a foilboard with other products in the past, and the copper line made the most sense."

To further accentuate the package, a rich deboss of a footprint was created to give the package and brand a higher-end feel that would differentiate it from the company's other lines. As the copper line has a few additional features, including memory foam which adapts to the shape of the foot, debossing was the perfect way to tactilely illustrate this special feature.

Working closely with Universal Engraving, Inc. (UEI), AllpakTrojan provided a foam replica of an actual foot impression made by its customer to create the detailed brass debossing dies. UEI generated several rounds of digital proofs to get the texture and shape of the footprint just right. Hand-sculpted with incredibly fine-line detail, the debossed footprint deeply pressed into the package succeeds in adding a distinct level of quality and richness to the product line.

Produced on silver .020 metallized polyester sheets, the job ran four-up on 36x26.5" sheets. The sheets were printed in 4/C process with two hits of opaque white and UV satin varnish on a KBA Rapida 142. Next the sheets were blind debossed and diecut on a Bobst 1260 and lastly, folded and glued. Getting the deboss to go over the score was something that needed to be addressed, so UEI tapered the die up to the score to accommodate the fold.

Superfeet products target specialty, high-end footwear or sporting goods shops, such as REI. According to Schauer, "The product has been very well received and is one of the more successful product launches that we've had in the past few years. And the packaging certainly helped with that." ■

Founded in 1950, AllpakTrojan provides high-end commercial printing and innovative packaging solutions, including flexo, folding carton and single-face litho lam. AllpakTrojan also offers in-house graphic and structural design, point-of-purchase displays, pack and assembly services and much more, all under one roof. AllpakTrojan is ISO 9001:2008, ISO 14001:2004, Forest Stewardship Council (FSC) and Sustainable Forestry Initiative (SFI) certified.

