



Catching the Consumer Eye with Holiday Bling

by Kym Conis

Without a doubt, the holidays never fail to ignite consumer spending, whether Christmas, Easter or Mother's Day. During these times of the year, elaborately decorated greeting cards and packages adorn the aisles, beckoning the consumer's eye with shine and dimension. The 2012 holiday season will be no exception. With consumer spending projected to be down 20 percent over last year*, competition in the marketplace continues to spawn creative packaging that will draw attention and create greater perceived value.

This article will explore the way three winning entries in the Foil & Specialty Effects Association's (FSEA) Gold Leaf Awards Competition utilized 'bling' to stand out during their holiday seasons.

Elizabeth Arden White Diamonds Gift Set
Diamond Packaging, Rochester, NY
Silver Winner: FSEA Gold Leaf Awards –
Difficult Application on a Folding Carton

White Diamonds epitomizes singular star quality – radiant, extraordinarily rare and overwhelmingly beautiful. Elizabeth Arden turned to Diamond Packaging for a gift set package that would be as captivating as the product.



According to Gina Rokose, Elizabeth Arden Design Director, "The White Diamonds consumer is a strong fan of Elizabeth Taylor and all that she embodies. Understanding that this consumer loves all things Elizabeth Taylor, the Spring 2012 sets were designed taking inspiration from Elizabeth's jewelry collection."

In the design process, part of the challenge was building on previous years' designs. "We continually evolve the design direction to marry with current trends and seasons, as well as to continue Elizabeth Taylor's glamour and high quality," said Rokose. Taking inspiration from many of Elizabeth Taylor's diamond floral earrings, brooches and necklaces, the design for the box set was conceived.

Through the use of metallized board, embossing and a carefully planned color palette, an elegant sparkle effect was created. This effect gave the gift set a unique look that really stood out on the counter – a perfect draw for Mother's Day shoppers.

Diamond Packaging utilized its QuikSet™ hybrid design for the project. This design provides an attractive alternative to rigid set-up boxes, featuring direct application of graphics and stamping or embossing, flat shipping and storage, and easy set-up.

"The QuikSet structure consists of a lid and a base that is reinforced so that it has the feel and finished edges of a rigid set-up box," said Dennis Bacchetta, director of marketing at Diamond Packaging. "Due to Diamond's design and production efficiencies, we were able to provide a cost-effective replacement for rigid set-up boxes – and with shorter lead times since they are manufactured and assembled in the US rather than overseas."

The carton features .5mil bright silver metallized polyester film on .018 SBS from Hampden Papers. Printing, coating and intricate embossing accents combined with the brilliance of the mirror-like finish of the metallized polyester film to make a perfect choice for conveying the striking graphics.

The cartons were offset printed one-up with transparent gold, dense black and opaque white inks inline with UV high-gloss coating on a Heidelberg Speedmaster XL 105 offset press. Next, the diamonds on the carton were dome-embossed on a BOBST BMA foil stamper/embosser with a hand-sculpted brass embossing die from Metal Magic. Finally, the 28x40" sheets were diecut on a BOBST 102 CER and glued on a Bobst Alpina 110 II. Diamond Contract Manufacturing (DCM) provided the fulfillment services, including adding pad stiffeners to the base and lid, fully assembling the vacuum form trays and polybagging the units.

"One of the production challenges with this print job was maintaining very subtle shade differences between the lighter transparent gold used for the background and the darker transparent gold used for the embossed areas on the metallized polyester substrate," said Bacchetta. "Tight color control was maintained by using closed loop scanning spectrophotometry." Also, the design required extremely tight registration of the intricate dome-embossed areas. "The production layouts were optimized to best support the registration requirements," Bacchetta added.

"In the end," Bacchetta concluded, "the final product delivered impact in the retail environment with a look and feel of a rigid set-up box, in a fraction of the time and at less cost."

*Valpak's Semi-Annual Consumer Spending Report

Founded in 1911, Diamond Packaging (www.DiamondPackaging.com) is a WBENC-certified, global industry leader specializing in developing innovative and sustainable packaging solutions for the personal care, health care, pharmaceutical, nutraceutical and food and confectionery industries.