



# LUXURY PACKAGING

A FRUSTRATION OFTEN FELT BY THOSE IN THE PACKAGING INDUSTRY IS THAT POLITICIANS AND 'COMMENTATORS' OFTEN TALK OF PACKAGING AS AN ENTITY THAT CONSUMERS CAN CHOOSE TO PURCHASE OR NOT.

Without exception, cartons are an integral part of the products they enclose and in many cases define the product. They epitomise value and often become part of the gift experience.

What price point would a litre of whisky convey if presented in a PET bottle? How 'special' would the presentation of a perfume or premium cosmetic feel without its outer carton? If a product is to be elevated by the brand owner to the status of a gift, then a carton can enhance its value to the point where it can become an 'indulgence' purchase.

Clearly the carton is part of the purchase, so a close liaison between the product manufacturer and the carton maker is essential if a pack's performance is to complement the product. Cartonboard can be combined with recyclable plastic windows to ensure visibility, but often an internal board fitment will hold a fragile product in place. Decoration through print can be supplemented by foil blocking, special varnish effects and embossing to create truly dynamic results. The choice of board can also play a major part, whether through the strength of a carrier board or lamination with metalised materials.

