

## Client: HFC (Wella)

**Project** 2019 Retail Holiday Packaging

**Challenge** Provide packaging with a premium look and feel along with structural designs for 16 different products in a timely fashion.

In 2018 our client faced significant challenges getting their product to market in time to take advantage of the retail Christmas peak selling period....this year Lowe Martin was asked to help avoid a repeat of the same stressful challenges.

### Problems & Solutions

Working with our internal structural design team, we were able to take our customers product and build 6 custom structural design packages that worked for all of the 16 products. Blank prototypes on job stock were developed and submitted for approval using live product to ensure the best possible package for our client would get to market.

Once the structural design was established, we were able to incorporate some of our in-line printing press finishes (soft touch aqueous coating) to help enhance the appearance of the packaging. We were able to die cut, fold and glue the product in-house, which helped us manage the product schedule, ensuring our getting to market with a premium product in a timely fashion.

The final result? A very happy client with spectacular packaging taking their product to market, on time and on budget!

### Production Specifications

Quantity: 76,000 total packages

Versions: 16 different creatives printed using 6 different box and insert structural designs

Stock: 19 pt Invercote

Print and Finishing: 4/4 (process) + in-line soft touch aqueous coating plus off line foil stamping, die cut, folded and glued in-house.

