

Our design team will create a custom designed packages and displays especially for your product using recycled materials. We'll build a package structure and a graphic design that will attract customers.

The design can then be printed using inks that are safe for the environment. We offer many different materials for you to choose from. Cardboard and corrugated that is 100% recycled and can be printed on directly. Or, line them with the many fine papers that are friendly to the environment.

And, if you prefer, we can provide you with the structural design and a die drawing so you can apply your own graphic design. Either way we can provide you with samples and mock-ups before production. You will get the package your product deserves.



- Packages - Folding cartons, Set Up Boxes
- Counter Displays, POP Displays
- Presentations Boxes

## Services

- Structural Design
- Graphic Design
- Prototypes
- Mechanical Art
- Die Lines
- Printing
- Die Cutting
- Gluing

See page 2 for

# EVOLUTION OF A GREEN DESIGN

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**Project name:** Loreal Hi Golds Store Kit.

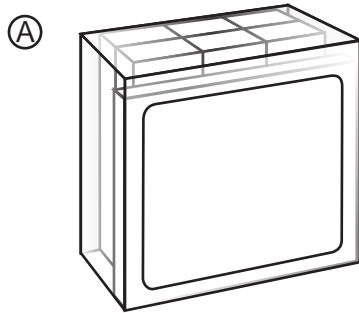
**Products;** 6 hair color cartons, 1 swatch book.

**Client directions;** A Folding carton with a full sized window on front showing the swatch book. Marketing wants the front window to show the entire cover of the swatch book if possible.

The first step is to plan the arrangement of the products to fit into a rectangular area positioning the products as the client requested. Once the arrangement and the structure has been sketched out (A), using the least material possible, the sample is started. The layout is drawn, full size, on recycled cardboard to be cut out, scored, folded and glued. The sample (B) is then sent to the client for approval. Once approved, a die line/mechanical (C) is made. This is used to create the mechanical art and is also sent to the die maker. This ensures that the mechanical and the die cutting will match exactly.

When the art has been completed a H-P (digital) print is made. The print is mounted to the same recycled cardboard, cut out, scored and folded to make a sample (D). This is sent to the client for approval.

Next, with the final approval, the design is printed with environmentally safe inks onto the recycled cardboard. The sheets are die cut, the cut carton blanks are run through a gluing machine, packed and shipped (E).



Overall size  
6 1/8 wide x 3 deep x 6 13/16 high

