

Press release
For immediate release
November 2010

Curtis Print & Packaging finalist: Cardboard Pack of the Year 2010

Curtis Print and Packaging, the Wimbledon based carton designer and printer, was a finalist in the Cardboard Pack of the Year 2010 at the Packaging Awards on 3rd November.

The award was won for the outstanding and eye-catching carton created for an exclusive Lancôme Juicy Tubes Christmas Pantomime gift pack. The pack brought a real touch of theatre to the limited edition gift collection, with shades of the iconic lip glosses linked to classic fairytale princesses.



The challenge was to interpret the theatrical concept, whilst without using expensive vacuum formings and keeping the pack as simple as possible.

The end result – created with no special varnishes, foils or embossing – provides a stunning yet cost effective solution with the tubes held safely in place by the curtain wings.

Steve Mallett, Sales Director of Curtis Packaging comments, “It’s about stretching the boundaries and creating a luxurious, yes sustainable gift pack. The challenge was both with the construction and the design as the contents had to be simple to pack with and held securely in place with clever engineering.”

ENDS

Note:

With a history going back over 70 years, in recent times Curtis has taken on the mantle to lead the way in environmentally sustainable materials and production methods working towards their goal of *packaging that doesn't cost the earth*. Clients include many of the leading beauty brands including Boots, L’Oreal, Nivea, Soap and Glory, Neal’s Yard and many third party contract manufacturers.

The UK Packaging Awards, run by *Packaging News*, are a unique and independent set of awards, designed to celebrate excellence in the packaging industry.
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