

Curtis... Gets the Ball Rolling

Tisserand were looking for an innovative way to enhance their rollerball aromatherapy range. The old packaging was out dated, time consuming to assemble and the product rotated in transit giving poor shelf presence.

Steve Mallett, Sales Director for Curtis commented “The challenge was to create an attractive carton with a solid board fitting that offered product stability in transit and stopped the bottle rotating”. The pack design gives a 3d look and really enhances the product. He continues “the pack

had to look as good on shelf as it did when it left the warehouse. A shelf ready unit was also produced by Curtis to ship the cartons in and merchandise in store.



As the product boasts 100% natural blend there was a synergy between Tisserand and Curtis’ environmental policy. Curtis hold a full FSC certification and print using vegetable based inks, this message was communicated to the consumer with the unique logo and registration number on the pack.

Each carton in the range was printed using 4 colour process and a specially selected colour to add vibrancy to the product.

Tisserand stated... We were looking to redesign our rollerball packaging to provide a more distinctive look which is easy to identify and to reinforce it’s key message of ‘caring naturally’ and ‘it’s whats inside’. Tisserand Brand Manager commented “Curtis’ response to the rollerball brief was beyond our expectations. They came up with creative and interesting designs that fitted our brief perfectly. Always prompt and quick to respond when challenges were thrown at them. Their service was exceptional and always provided innovative solutions even with our tight deadline. Throughout the process the communication was constant, allowing for the final design of the product to be exactly what we imagined”. She also comments “Working with Curtis has been a delightful experience in all aspects of the service the provided. I would definitely recommend them to others”.

Curtis are taking delivery of a new Heidelberg 6 colour press this month. Mallett says “Our enviromental credentials have put us at the forefront of the industry. When choosing the new press

this was taken into consideration. Our new press will run alcohol free and anticipate it will be colour ready after 200 sheets, reducing wastage of material.

In March this year Curtis became the UK's first "Carbon Balanced Carton Printer". This came by association with the World Land Trust an ecological charity. Curtis were already a Carbon Neutral Print company but by being associated with WLT the emissions are now balanced by the purchase and preservation of endangered areas of Natural forest.

The future is certainly looking positive at Curtis with many new brands enjoying the experience of dealing with us!



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.

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