

## Press Release

5th November 2010

### Curtis launches new, re-useable pack

Renew, recycle and reuse is the eco-friendly mantra for true sustainability. Curtis Print and Packaging, the front runners of sustainable packaging in the UK, have launched a new product carton to bring the ultimate in reuse and recycling.

**The Inside Out Box was a finalist for the Sustainable Pack of the Year in the 2010 Packaging Awards held in London on 3 November.**

The Inside Out box is cleverly created as an on-shelf product pack designed to unfold and reverse for use as a gift or trinkets box to increase the pack's longevity.

With FSC carton board, vegetable inks and water based varnishes, Curtis Packaging proves that sustainability can be beautiful too.

3D Creative, Curtis' sister company, played a significant role in the design. Their advanced digital print technology produced a series of sophisticated test samples to ensure the best possible results by bringing the concept to life.

Steve Mallett, Curtis Packaging's sales director comments, "It's all in the engineering. Our designers have come up with simple, yet ingenious construction so there is no glue and the pack pops easily apart whilst still providing the protection the product needs. Ultimately, when no longer needed, the inside out box is fully recyclable. It's part of our ongoing R&D to bring the most sustainable packaging solutions".

Neal's Yard Remedies are the first to take advantage of the new design and their Packaging Technologist Johanna Everett comments, "This carton perfectly encapsulates our philosophy that beauty should be a synergy between inside and out, and satisfies our quest for



combining the WOW factor with our deeply rooted pursuit for minimal environmental impact. This construction works hand in hand with our design; the imagery inspired by the precious damask rose, unfolding to reveal its incredible natural beauty; and ultimately the essential oil at the heart of this organic gift.”

## **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.

3D Creative Packaging combines an in depth knowledge of product packaging with inspirational and innovative design principles. They work closely with designers and brands to meet the criteria for effective packaging design with guaranteed shelf appeal.

[www.3dcreativepackaging.com](http://www.3dcreativepackaging.com)

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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