

Press Release

April 2015

“Finishing Touches.... The 2015 Collection”

“Finishing Touches... The 2015 Collection” was designed, created and manufactured by Curtis.

Derived from the ‘Top Trumps’ game, it demonstrates different finishes, the client decides which application would be most suited for their product. The characteristics are durability, cost, wow factor, premium qualities, transit and environmental impact and are depicted by a number scale from 1-10. Each card boasts a different image and coating giving the client an idea on how the finished product would appear. This unique collection exhibits how human senses interact with printed packaging

Showcased at the February Packaging Innovations in Birmingham, Finishing Touches were a resounding success. We have received excellent feedback from our customers.

A spokesperson for Soapworks commented, “The Collection Box is a massive help and benefit to our business”.

Although this product was originally for the packaging world we have had some amazing feedback from a teacher. The Design and Technology department at Reigate school in Surrey are now using it in their year 11 Graphics Class. Mr Sanders, a teacher at the school commented “It is difficult to find ‘real life’ examples of how packaging is actually produced. We can get plenty of finished products, but it is much harder to obtain examples that show the production process”.

If you would like to obtain a free collection box, give our customer services team a call on 020 8947 8178 and we would be happy to send it to you.



Note:

Founded in 1938, Curtis is a family business now in its third generation and believes in helping brands personalize their packaging with expertise and creative vision. Curtis combines traditional values with state of the art technology, using environmentally sustainable materials and production methods. Our clients include Neals Yard, Ellas Kitchen, L'Oreal, Ted Baker, Orla Kiely and many more.

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