



Press Release

October 2014

Temple Spa

Temple Spa produce luxury, spa quality face and body care products with a Mediterranean twist. Their products are made in England but have a strong Mediterranean influence due to their ingredients and style.

Looking to re-launch their packaging Temple Spa wanted to move away from solid PET cases to cartons. The vision was to exude luxury and have shelf appeal.

Curtis were delighted to be working with such a prestigious company. The construction was kept simple but let the quality of print and design, do the talking!



The first challenge was to achieve the specific colours needed using specially mixed vegetable based inks. From there a soft velvet feel on was added transforming the cartons to sheer luxury. To add extra dimension a clear foil gave clear crisp lines and a contrast to the soft touch laminate, finishing off with silver foil sheer lines.

Temple Spa commented “We couldn’t be happier with our new premium cartons. They provide a fresher, cleaner more contemporary look for our brand. They clearly define our product categories and allow consumers to shop with ease”.

Helping brands re-brand is one of the benefits of using Curtis. We really do go above and beyond our customer’s expectations to achieve what they really want rather than having to accept second best. We are proud to say we were Highly Commended for these cartons at the Luxury Packaging Awards at The Underglobe, Bankside on Monday 29th September this year.



Note:

Curtis has a history going back over 70 years. We lead the way on environmental solutions and greener practices. Curtis has proven many times that packaging doesn’t have to cost the earth. Packaging can be both stunning and environmentally friendly. Clients include

many of the leading beauty brands including Boots, Soap and Glory, Neal's Yard and Temple Spa and many third party contract manufacturers.

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