



Looks Good Enough To Eat

The 'Marshmallowist', Oonagh Simms started her brand of unique marshmallows on a Portobello Road market stall.

Oonagh likes to 'do things a little different'. Her marshmallows have unique combinations. So, when looking for packaging she looked for a company who had a flair for attention to detail like herself. Curtis and Oonagh are a perfect match! Her product is unique, organic and luxurious. It only seemed obvious to have sustainable luxurious packaging to compliment her marshmallows.

The Marshmallowist came to Curtis with a problem. Their amazing gourmet marshmallows were loved by customers and retailers, but their packaging wasn't. So, began a collaboration between a very talented designer, Veronica Lethorn and Curtis to transform the brands image. Veronica had a very clear but challenging design which pushed the skills of our printing and finishing teams.



The linear design with tiny reversed out foil panels, registering tightly to the print, would be a challenge on most materials. Adding to the mix foiling on top of solid PMS colours printed onto uncoated stock and the quality bar was raised even higher!

Printed using 6 different PMS colours and one fluorescent PMS onto GF Smith Naturalis Smooth and foil blocked using Kurz 233 gold made the packaging an immediate hit, helping The Marshmallowist secure their first listing with John Lewis.

Each pack reflects a different colour matching to the flavours of the marshmallows.

The packaging was designed to have a real vibrancy and shelf appeal to interact with the consumer. We are absolutely thrilled the impact the cartons have had, gaining worldwide acclaim featured in many well-known magazines and newspapers.

This has been an exceptional project. We look forward to seeing her new launch of flavours soon and wish her every success.

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 Ellas Kitchen, Tisserand, Tigi, Ted Baker, Neal's Yard and many third-party contract manufacturers.

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