

Press release
For immediate release
April 2010



It's a 'yes' for Curtis Packaging : eco friendly packs for organic product first.

Yes Pure Intimacy, creators of the organic lubricant range, chose Curtis Print and Packaging to design and produce the packs for their latest product – Yes Baby® The World's First Certified Organic Fertility-Friendly Lubricant System, launched this year.

The two pack system has been designed to support healthy conception and is also supplied with ovulation test strips to identify the most fertile days in a woman's cycle.



The challenge for Curtis was to design and create an imaginative pack which easily demonstrates the product's dual function, giving a tactile, attractive finish with a clever degree of surprise and delight when opened.

Careful design not only ensures the crease is hidden from view, but also allows machine gluing to save both time and cost.

Produced with FSC material and vegetable based inks the pack is totally recyclable and supports the ethics of Yes Pure Intimacy products.

Susi Lennox, Alchymical Director at Yes Pure Intamacy speaks of her experience with Curtis, "Curtis have impressed and delighted us from the

first consultation to the final thrilling delivery of our new cartons. They have worked to a very exacting standard to satisfy us with the excellence of the final product, respecting a tight timetable and a demanding design brief, which they interpreted with creativity and consummate professionalism. They displayed real sensitivity to our ideas, and were pleasingly adamant that they would not settle for anything less than perfect in the production of a complex, tamper proofed, interlinked double-triangle carton, which demanded complete accuracy of fit on several planes of construction, and very precise colour matching."

Susi Lennox explains, "The Yes Baby cartons in their vivid originality successfully herald the "World First" nature of the products they contain, and fill us with real pride and pleasure."

Steve Mallett, Curtis' sales director comments, "*As the leading innovator in sustainable packaging, design and production, it was both challenging and exciting to create an eye catching retail pack for a new product that is totally unique*".

ENDS

Note:

Curtis Print & Packaging

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.

Yes Pure Intimacy

The creation of Yes Baby® is based on Yes Pure Intimacy's three and a half years of product development and experience with their highly successful Yes organic lubricant range, which has grown in popularity since its launch in 2006, with the company enjoying 100% sustained growth year on year, selling in 44 countries worldwide.

For further information please contact or high resolution images, please contact:

Steve Mallett, Sales Director, Curtis Print & Packaging

T: 020 8947 8178 M: 07768711781

Email: steve.mallett@fgcurtis.co.uk

www.fgcurtis.com

Crownwall House, Elm Grove, Wimbledon, London SW19 4HE

Or

Sissel Branum-Winters

T: 01444 483818 M: 07792 481995

Email: sisselbw@gmail.com