

PACKAGING CUT OUT FOR SUCCESS

Integrating a digital cutting system with printing equipment is the best way to produce the perfect luxury packaging, believes Matteo Muto



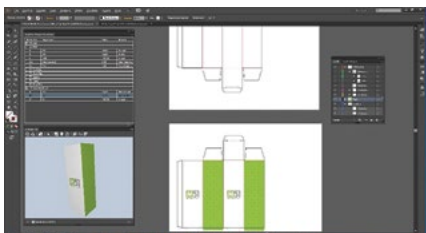
Matteo Muto is Sales & Marketing Manager at Valiani

Luxury is a synonym for quality. It has been proved that packaging is influential in the final decision taken by a potential consumer; the more well-designed and attractive a box is, the more likely it is that someone will buy the product it contains.

In the customer experience journey, the overall item design and packaging plays a fundamental role when it comes to luxury products. Consumers expect to be enticed by the packaging itself, which reinforces the brand, increases customer loyalty and adds value to the whole product. This needs to be taken into strong consideration by box makers, who in turn need to equip themselves with the best-performing and state-of-the-art technology to create personalised packaging, consistent with luxury standards.

CREATING LUXURY

How to create the perfect rigid luxury box? This is the first question we should ask ourselves when conceiving the ideal packaging destined for the luxury market. Defining luxury is not an easy task. First and foremost, luxury is subjective – meaning that I can perceive



Today, software solutions make packaging customisation more feasible and accessible. CAD systems integrated with AI are used to draw a box and add graphics



Product packaging can affect the way an item is perceived in the consumer's mind, particularly at point of sale

"A consumer is more likely to purchase an item if it has been cut and creased by a digital cutting system that guarantees fine edge quality"

luxury in a different way to someone else. The second challenge is how to make others perceive that something is a luxury product. In this respect, the packaging comes in handy. Luxury packaging is about all five senses; the consumer needs to be fascinated by each aspect of the packaging. Therefore, creating luxury packaging requires that the material used to make the box be cut with fine quality and extreme precision – a consumer is more

likely to purchase a specific item if it has been cut and creased by means of a digital cutting system that guarantees fine edge quality and utmost accuracy.

RIGID BOXES

In the field of high-quality luxury packaging, many brands, including Italian company Valiani, are renewing their portfolio of cutting machines to guarantee a perfect cut and crease on both thicker and thinner cardboard. Is your packaging communicating the quality and luxury of your product and brand? This is a question that people committing themselves in the print and packaging industry need to ask themselves, in order to be able to rely on machinery which ensures fine edge quality at a



Considered packaging makes the consumer experience unique, enhancing the perceived quality of the goods contained



Tactile packaging for high-end fragrance and cosmetics

competitive price, with a reasonable investment.

From a technical viewpoint, luxury packaging is generally made of rigid paperboard overlaid with printed and embellished paper, leather, or fabric wraps. Rigid boxes offer an excellent mix of product protection and perceived luxury. This proves how closely the printing process and post press finishing services are linked. Box design is supported by the use of professional CAD programs enabling users to quickly produce new packaging. Software solutions are just what manufacturers are looking for to come up with innovative ideas.

But what is pushing so many printers and finishing servicers to conceive and create more and more rigid luxury packaging? The answer can be found in the sense of prestige, elegance, high rank and status it conveys. These boxes are evocative and eye-catching from a visual point of view and are ideal for containing exclusive, smaller size items such as jewellery and perfumes.

THE POWER OF A BEVEL V-CUT

The higher the quality of a luxury box, the higher the perception of the product's sense of exclusivity contained in it. Needless to say, the packaging of the products very often affects the way an item is perceived in the consumer's mind, particularly with increased attention at the point of sale. Every purchase we make is always connected to the box outside, which immediately conveys a message to the consumer and influences their thinking. Enhancement of the product through avant-garde packaging is worth a little extra effort because this will allow you to be recognised and appreciated by the customer.

Many famous and well-renowned brands are now devoting more attention to this vision of the market and are therefore equipping themselves with a device to precisely create and shape rigid luxury boxes.

"A bevel v-cut denotes higher status and retains the box's noble appearance"

This high level consideration is also provided by a bevel v-cut which is very popular in solid and fine cardboard boxes to ensure a product's eye-catching appearance at the point of sale. This particular angle denotes a marked feeling of higher status and retains the noble appearance of the box.

DESIGN TIPS

The perfect recipe for how to model, shape and design high-end packaging does not exist but a few tips might guide manufacturers through the creation of these boxes. A smooth finish is always recommended, such as gluing stickers or labels on the box or closing it with a magnetic clasp. This is both pleasing to look at and to touch.

An important point to highlight is the fact that packaging must identify and mix with the brand and reflect the message you wish to convey. It is imperative to use high-end materials – 'that little bit that makes all the difference' as soon as you lay your hand on a product. Attractive packaging is made of solid board, paper and composite materials.

Exclusivity is what manufacturers aim to create with a luxury box and value-added packaging. For acclaimed and prestigious brands, distinguishing their individuality is worthy of investment. Thanks to technologies that facilitate the creation of packaging made from coated rigid cardboard, the concept of product packaging 'customisation' has become increasingly feasible and accessible. ■

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