



# Serious about Impact Packaging

*By Kym Conis*

**I**magine walking into a big account, neatly dressed in your best business suit and ready to unleash your secret weapon – strategically tucked under your arm so a corner will flash. The receptionist shows you to the conference room where you confidently lay what looks to be a leather portfolio on the table.

Unfastening the rustic, heavy metal magnetic lock (which isn't metal at all), you begin to unfold sample after magnificent sample of beautifully finished pieces from a leather-simulated paper portfolio. Rich with texture, dimension and intrigue, the portfolio screams, "We are serious about impact packaging," – the exact response International PaperBox (IPB) hoped to elicit with its self-promotional piece.

Partnering with Trade Print Finishing of Salt Lake City, UT, and ALTEK Graphics of San Antonio, TX, the three companies teamed up to create a capabilities brochure that was functional, could be custom-tailored to each account and most importantly, would demonstrate the quality and breadth of IPB's capabilities.

## **Impact on the Shelf**

According to Patrick Youngblood, director of sales and marketing with International PaperBox, the goal of the portfolio was simple: to design a piece that highlights the company's capabilities while providing that 'wow' factor to onlookers. "We wanted our prospects, targets and customers to instantly be impressed and ask questions... and it worked!"

Specializing in out-of-the-ordinary packaging with extraordinary results, the Salt Lake City, UT-based packaging company has a customer base that runs the gamut. Whether for high-end cosmetic, health & beauty or food packaging industries, IPB strives to show its customers that it is serious about impact packaging.

Graphic and Package Designer Al Camacho with ALTEK Graphics set out to design a portfolio using images that would lend themselves to show off different finishes while at the same time (and equally important), include the IPB logo in creative ways within each image. The simulated leather portfolio houses many exquisite examples of specialty UV

coatings, foil stamping, sculptured embossing, overprinting foil and decorative diecutting.

For the portfolio, leather was Camacho's first choice as the material lends itself to using several different finishing effects, including his two favorites: profile UV and soft touch. "As a graphic designer, using a portfolio made a lot of sense as a way to present IPB's work to others," said Camacho. However, most portfolios use multi-ring binders, so he had to devise a different way to house the samples.

According to Camacho, the solution was to create a pocket that could hold several pieces with the capability to interchange different samples in order to show specific finishes to different clients. "In order to keep printing costs down in the long run, the portfolio could stay the same but the samples could change with time," he said.

Camacho continued, "It's not hard to design one piece and make it look good. But to design eleven separate pieces using graphic design, structural design, photography, different coatings, embossing, diecutting and foil stamping; promote IPB's printing capabilities and make it all work together was a real challenge."

The design concept was meant to both promote IPB's capabilities and inspire its clients and potential clients with what can be done with print enhancement processes. "I felt it was important to create a piece that would engage clients by inviting them to see, touch, open, pull, unlock and wonder how they can use some of these ideas in their own packaging," said Camacho.

**A Collective Effort**

From the onset, the project was a collective effort and its success depended heavily on that strategy. "IPB, ALTEK Graphics and Trade Print Finishing worked together from the beginning to ensure all were included on even

the minute decisions," said Youngblood. "Having a converter, finisher and graphic designer collaborate only works if each partner understands the full capabilities of the other. Remarkably, it was a seamless process."

Trade Print Finishing provides the printing industry with specialized types of printing processes such as foil stamping, diecutting, and UV coating, along with other printing trade services required by commercial printers. From a finishing standpoint, working closely with the printer beforehand to



ensure inks were compatible with the foils and various UV coatings was a key element to completing the project with precision quality.

According to Troy Summers, plant manager at Trade Print Finishing, “We met with IPB as soon as the initial design was shown to us in order to give input on what we could do to enhance the overall look of the piece.” As Trade Print Finishing works together with IPB on projects almost daily, it had already done all of the testing and knew what coatings would work well with its inks. “We discussed the best layout and which forms to put together on the same sheets,” Summers added.

In production, the first step was to stamp the overprintable foil on black stock. Next, the sheets were printed on a six-color Mitsubishi press at International PaperBox. Trade Print Finishing then applied the gloss UV coating on the



**Nobody offers a greater selection of engraver's materials and equipment in the U.S. Nobody.**

**Engraver's  
#1 Choice!**

**Copper,  
Brass and  
Magnesium**

**Composite  
and matrix for  
counter/duplicate dies.**

**Etching equipment & chemicals.**

*Experience  
the Difference!*



**ANDERSON &  
VREELAND INC.**

Toll-Free: 866.282.7697 • Fax: 800.223.6869  
info@AndVre.com • www.AndersonVreeland.com

*Free Engraver's  
Catalog offered  
online!*

folder – over a “soft touch” coating applied by IPB. After that, Trade Print Finishing produced the combination foil stamping and sculptured embossing in one pass. The final step was to run the profile UV that is on all of the stitching of the piece, as well as the cell phone and color cubes.

Trade Print Finishing then moved onto the insert pages, which required UV runs of matte, satin, gloss, glitter and profile (all coating was produced on Sakurai presses). In addition, a sculpture embossed picture frame showcasing the IPB facility pops with incredible detail and dimension. Other finishing work includes a foil/embossing combination on the inside pocket of the portfolio produced with a brass combination die from Metal Magic and foil from Kurz Transfer Products. The tag on the Christmas ornament insert was flat foil stamped with a copper die and later overprinted at IPB in perfect registration. Additionally, both logos and the elaborate latch were sculpture embossed. All foil stamping and embossing were produced on a Hot Star or Gietz press.

One of the most challenging areas to produce was stamping over the soft touch. “Getting the most out of the embossing dies was important to give the latch a realistic look,” Summers explained. Another area that posed a challenge was the ‘cubes and water’ insert. “This insert had some fairly large areas of profile UV, which tend to sag or sink in when they cure,” Summers said. “We had to find that balance between just the right amount of coating and still be able to get some lift in those large areas.”

The striking portfolio contains many realistic features that add to the overall ‘wow’ factor. The faded denim insert contains a working back pocket with a removable International PaperBox cell phone (just one example of clever IPB branding), complete with a real-to-the-touch keypad created through the use of raised UV coating.

The ornament with the glitter UV coating and ink over foil gift tag transport the viewer to the sights and textures of the holiday season. And the photo of the IPB facility showcased in the ornate, sculpture-embossed picture frame hangs life-like on a background of tapestry wallpaper that you can almost feel...an effect created with a combination of satin and matte UV coatings.

Even with all the eye-catching inserts, the real show-stopper is the portfolio – the secret weapon ‘wow’ factor that tops them all. Simulating a leather case, the designer, finisher and printer perfectly pieced together specialty effects that created just the right finishing touches to fashion its realistic look and feel. Raised UV is used to recreate the stitching; foil stamped and embossed initials produce a leather-engraved look and feel and gloss UV, sculpture embossing and intricate

diecutting establish the weight and dimension of what looks to be a heavy metal latch.

**Gauging the ‘Wow’ Factor**

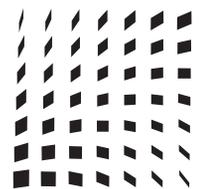
From concept through to production, the project took about three months to produce. “We weren’t in a hurry,” said Youngblood. “We wanted to make sure we were creating a piece that not only provided value but also, the ‘wow’ factor we had discussed.”

Without a doubt, that attention to detail has paid off as the IPB piece continues to wow customers and industry peers across market sectors. Recently winning a gold award in the Foil and Specialty Effects Association (FSEA) Gold Leaf Awards competition, the exquisite portfolio also took the competition’s most prestigious award – the coveted Best of Show. Judged by industry peers, this is a true testament to the high quality, impeccable execution and creative use of specialty finishing processes on a project.

For International PaperBox, the exquisite ‘secret weapon’ portfolio has succeeded to impress customers across the board, enticing them to step out of what they know and step into the exciting world of impact packaging. ■



**Were you amazed by what you saw at Drupa?**



print media messe  
**drupa**

düsseldorf, germany  
www.drupa.com



**...Have Questions? Contact us!**

1.888.853.4760  
BRAUSSE.COM