

# PACKAGING WITH A DIFFERENCE

## SMURFIT KAPPA CRP

Corby, Northamptonshire, UK



By Dennis Mason

Echo Falls—the third largest wine brand in the United Kingdom and part of the worldwide Accolade Wines group based in Australia—is constantly seeking to gain market position and call attention to its product on the shelf. In 2013, when Echo Falls was preparing to introduce a new wine box, the company wanted a package that invoked the quality of the product inside but could be produced economically. Echo Falls charged its design agency, Drink Works, with developing a design that would showcase the product. In an unusual collaborative move, the project was broadened to include not only Drink Works, but also the printer who would ultimately print the boxes. Smurfit Kappa CRP—an established printer in Corby, Northamptonshire,



Smurfit Kappa CRP, a licensed Color-Logic printer

formerly known as CRP Print and Packaging—took the final box design prepared by Drink Works and modified it to add a metallic effect without using an expensive metallic substrate.

The Smurfit Kappa CRP Technical Development Manager for Graphics, Marc Sharman,

had previous experience with MetalFX—a now-defunct metallics special effects process—and upon searching came across the Color-Logic Process Metallic Color System. Sharman commented on the process: “Success with the Color-Logic system requires a designer to think differently and to trust the software. Adding metallics to an image seems intuitive, but I found it is best to at least start with the recommendations and hands-on training included with the Color-Logic software. It seems logical, for example, to add metallic effects to the chrome on an automobile image, but in fact the image background may be a better site for metallics. The Color-Logic suite includes a visualizer which simulates how any design will look when it is printed, and provides a good first visual check on whether the



The Echo Falls box colors indicate the contents

metallic elements in an image have been placed properly. The visualizer is a great tool for designers and prepress personnel who need to know where the design is going without the need to produce a physical print up front. Running test prints drives up costs and increases time-to-market.”

Clive Templeton, the Smurfit Kappa CRP Litho Operations Manager, has this to say about the project: “While the Color-Logic visualizer is certainly a help in understanding how the printed package will look, nothing beats running an actual sample on the press. For the Echo Falls job, we ran wet proofs on the litho press to prove the design, and both Accolade and Drink Works were ecstatic about the results. The clients were also pleased about the public response to the package, and have called for reruns three times since the original pack was run.”



Marc Sharman, Smurfit Kappa CRP Technical Development Manager checks an Echo Falls box against the Color-Logic file

The Echo Falls box project ultimately consisted of three different boxes, in green, pink, and plum, for Chardonnay, White Zinfandel, and Merlot respectively. The common base design provides one identity across the entire brand. The Echo Falls project demonstrates the value of involving package printers at the design stage, when

they can demonstrate the value of the latest print technology for product differentiation.



Clive Templeton (R), Smurfit Kappa CRP Litho Operations Manager, checks a Color-Logic press proof



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