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Reprographics Services
Hobs Reprographics plc
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HOBS REPRO LIMITED-EDITION BOXES SELL-OUT AT HARVEY NICHOLS

CRAFTING BESPOKE PACKAGING FOR COCA-COLA SCHWEPPES' LUXURY CHRISTMAS PRODUCT

CHALLENGE

For the festive period, Coca-Cola Schweppes partnered with 2017's Scottish Gin Distiller of the Year, Arbikie Highland Estate, to create a one-of-a-kind seasonal product which contained both Schweppes' limited edition 1783 range of tonic water and Arbikie Kirsty's Gin.

Getting ready to present the prototype to Harvey Nichols, Coca-Cola Schweppes were in need of luxury packaging to align its

brand with the award-winning artisan gin and position Schweppes' 1783 tonic water as a premium range of products.

With a crucial pitch on the horizon, Epoch Design, a creative and strategic design consultancy specialising in fast moving consumer goods (FMCG) brands, approached Hobs Repro to help them evolve their concept artwork, and deliver bespoke packaging.

Key Challenges

- Create unique, luxury packaging to complement both Schweppes' 1783 tonic water range and Arbibie Kirsty's Gin
- Use a diverse array of printing and CAD cutting technologies, including direct to substrate, wide format and small format digital printing
- Produce the boxes in only four weeks, ready for the Christmas period
- Build a stylish-looking inner tray which also protects the fragile contents

SOLUTION

The prototype template was cut using a Zünd digital cutting system. To give the product a luxurious feel, Hobs printed onto textured paper using a state-of-the-art, Arizona flatbed printer, and gold vinyl on a HP wide format Latex printer. Mounting paper was also printed using a HP Inkjet printer. These components were overlaid with soft touch laminate to achieve a velvety finish before being expertly hand-wrapped over the box nets.

Addressing the clients' brief, Hobs drew upon their cardboard engineering expertise to create a folding inner tray which ensured that the fragile products would be stylishly displayed and protected from damage during transit. The Hobs team used a sturdy, fluted board which was hand-wrapped in gold vinyl before being cut and scored to shape. Throughout the process, Hobs offered guidance and support for the best solution, as they were pushing the boundaries of bespoke packaging capabilities. A hand-cut brass hinge and popper fastening was also included for both practicality and to give the box a professional look.

Additional touches included printed recipes and limited-edition cards which were printed using a Konica Minolta digital press, and digitally foiled using Matrix laminators. Over 40 individual pieces were assembled to create the prototype. This prototype helped Hobs to confirm CAD cutting geometry and ensured that the concept could be delivered as visualised. Hobs provided Epoch Design with the box templates which they populated with artwork before presenting the completed packaging to Coca-Cola Schweppes and Harvey Nichols.

THE RESULT

The prototype was extremely well received by both Epoch Design and Coca-Cola Schweppes. As a result of Hobs' hard work, Harvey Nichols placed an order for 200 limited edition boxes which sold-out in all of their department stores across the UK and online. To mass produce the boxes, Repro branches across the UK, including Bristol, Glasgow, Manchester and Birmingham, were involved in the process. As well as creating the boxes, Hobs hand-filled each individual piece, packaged it safely and securely, and delivered them to the Harvey Nichols distribution centre. The branches achieved the clients' delivery requirements on time, making sure the product was in store, ready for Christmas, so it could be supported by live events such as cocktail making demonstrations.

Mike Swift, Epoch Design Account Manager

"Epoch Design have been working with Hobs for many years and have always provided great quality and service. During this project, they really impressed us with the way they brought our ideas to life. It is their willingness to push production boundaries and provide solutions to functional, manufacturing and logistical challenges that reinforces their position as a trusted partner to our business."



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