



High Q Packaging

Edelmann

press information

Edelmann for Marc O'Polo – ProCarton/ECMA Award for Edelmann

Heidenheim, Germany 20 October 2010. The Marc O'Polo fashion brand has launched a fragrance line that is presenting itself in packaging from the Edelmann Group. The German specialist for folding cartons, leaflets and system solutions for the beauty care and health care market is creating packaging for various cosmetic products from the new series with a clear design, unusual construction and tactile effects, which transport the brand message "Enjoy the simple beauty of life". Now the packaging has been awarded with the ProCarton/ECMA Award in the "Beauty & Cosmetics" category.

It is the "comparative hints" that "hide the complexity of the design", which convinced the jury about the Edelmann packaging. The new Marc O'Polo fragrance has been on the market since spring 2010. The Edelmann Group is responsible for the production of the packaging of eau de toilette, after-shave shower gel, body lotion and deodorant. Characteristic for the package design is the reduced design work that is characterised by succinct shapes and a clear use of line.

As a result of a double flap in the board and the manner of assembly, the folding carton is as stable as a rigid carton. A special insertion method avoids the cut and the protruding edges from being seen. Textile labels pick up the origin of the Marc O'Polo brand.

The numerous different individual parts define the demand on the finishing. The base, the lid and the externally-visible inlay had to match each other precisely in terms of colour. A fine, embossed line structure stretches over all the visible surfaces on the interior parts and is continued by the structure of the textile label. Logos and lettering are applied as relief in embossed foil printing or as embossing.

All packaging from the Edelman Group reflects the design concept of the new fragrance line. And the new Marc O'Polo fragrance campaign also radiates wellbeing, lightness and vivacity. In the end, the packaging makes "The simple beauty of life" something to be experienced through the senses.

About the Edelman Group

The Edelman Group is a leading provider of high-quality and innovative packaging solutions made from board. The company develops and produces system solutions, folding cartons and leaflets for the health care and beauty care market at its ten locations in Germany (Carl Edelman), Poland (Edelman Poland), France (Edelman France), Mexico (Edelman Packaging Mexico) and China (Edelman Beijing). In 2009, its 1,532 employees generated turnover of 180 million euros. The group generated more than 40% of this at its international locations. Worldwide the company produced 3.6 billion items of packaging and leaflets.



Photo:

Marc O'Polo fragrance presents itself in packaging from the Edelmann Group. Subtle finishes, tactile effects with hints of textile, unusual construction and reduced design stand for the brand message "Enjoy the simple beauty of life".



Verpackung  kompensiert

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Foto:

Marc O'Polo Fragrance präsentiert sich in Verpackungen der Edelman Gruppe. Dezent Veredelungen, haptische Effekte mit Textil-Anmutung, ungewöhnliche Konstruktion und reduziertes Design stehen für die Markenbotschaft „Genuss der einfachen Schönheit des Lebens“.

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