



High Q Packaging

Edelmann

P r e s s R e l e a s e

**Finishing expert Edelmann realises new look for cult perfume
“Opium”**

Heidenheim, xx April 2010. The classic cult perfume “Opium” from Yves Saint-Laurent has regained its former sparkle with the help of Edelmann France – La Spic S.A.S. The German Edelmann Group, one of Europe’s leading provider of folding cartons and system solutions, is responsible for the production and finishing of the carton for eau de toilette and eau de parfum as part of the relaunch of “Opium”.

The design of the folding cartons picks up on the key visual of earlier perfume bottles: bamboo. The filigree plants shimmer in the colours of the Opium range. The packaging for the eau de toilette was realised using four-colour UV offset printing and silver lamination, before being coated with both a high-gloss and matt varnish in such a way that the golden bamboo shimmers on matt burgundy. The effect was reversed for the folding carton for the eau de parfum.

Lines created through blind embossing represent the typical structure of bamboo. The last line proved to be a particular challenge, being filled with a deep-blue high-gloss varnish that encircles the packaging like a narrow ribbon.

Edelmann France – La Spic S.A.S realised the destre finishing effects using its own specially developed embossing instruments. The new

generation of folding cartons thus provides the classic YSL product with a brand-compatible lifestyle look using subtle optical and haptic effects. The classic product, whose launch was once celebrated in the legendary Studio 54 in Manhattan, has risen again.

About the Edelmann Group

The Edelmann Group is a leading provider of premium and innovative packaging solutions for folding cartons. At ten locations in Germany (Carl Edelmann), Poland (Edelmann Poland), France (Edelmann France), Mexico (Graphopak) and China (Edelmann Beijing), the company develops and produces system solutions, folding cartons and leaflets for the healthcare and beauty market. In 2009, 1,532 employees generated turnover of 180 million euros. The Edelmann Group achieved over 40 per cent of turnover at its international locations. The company produced 3.6 billion folding cartons and leaflets worldwide.

Text and image can be downloaded at: www.faktum-redaktion.de



Photo:

Revival of a cult perfume. The Edelman Group one of Europe's leading providers of folding cartons and system solutions is responsible for the production and finishing of card packaging for eau de toilette and eau de parfum as part of the relaunch of "Opium". Matt and high-gloss varnish and lines created through blind embossing pick up on the typical key visual of bamboo and ensure fine optical and haptic effects. The folding cartons are produced at the French location of the Edelman Group – Edelman France – La Spic S.A.S.

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