



Edelmann

Press Release

Luxe Pack Monaco: The Edelmann Group presents Luxury and Tailor-made Solutions for the highest Degree of Brand Awareness

Heidenheim, 19 October 2011. From 19 to 21 October 2011, the Edelmann Group will be presenting packaging solutions that stage brands and convincingly communicate brand values at Luxe Pack in Monaco. High Q Packaging by Edelmann stands for the trends and demands of luxury industries: Luxury and tailor-made solutions that guarantee the highest degree of brand authenticity and the sustainable achievement of brand awareness.

Authenticity

Packaging for luxury brands in the beauty care sector is always a new challenge. Unusual forms, constructions and finishes, as well as reduced design combined with the use of the highest quality types of board are intended to convey the brand message and ensure sustainable differentiation from competitors' products. Authenticity is in demand, credibility is indispensable.

With CEvolution, Edelman is introducing a series of special-shaped packaging that guarantees the highest degree of individuality. High Q Packaging by Edelman is the basis for the tailor-made design of the packaging. Whether embossing, varnished finishes, holographic surface finish CEholo, flocking, or film and foil applications are required: At Edelman, individual luxury design is realised within the scope of industrial – and thus reproducible – production processes whenever possible. At Luxe Pack the Edelman Group will be presenting examples of its finishing expertise and creative design realisations.

Efficiency

Small leaflets enclosed with packaging are becoming increasingly more important. They provide information about the product, the product range and the brand. Edelman Leaflet Solutions creates these kinds of system solutions for beauty care products. Creative folding patterns, High Q printing and finishes allow the leaflets to communicate the brand image. Integrated into the packaging, they take on cross-marketing and promotional functions.

Luxury

At Edelman, individual luxury design is always attributed to the use and effect of complex finishing technologies and knowledge of the brand and product. Twenty years of being present at Luxe Pack convincingly attest to Edelman's ability to find the right answers to new challenges in the realisation of packaging.

A current design is the packaging for the perfume "Trésor Midnight Rose" by Lancôme. The bottle and packaging pick up on the perfume's floral note of jasmine. Sleek lines and an elegant shimmer as well as soft violet characterise the look of the luxury packaging. Iridium and glossy finishes emotionally convey the shimmer of Parisian streets at night. Several layers of relief embossing give the printed image impressive depth.

In light of all the demands for luxurious, high-quality finishes, in Monaco Edelman proves that packaging does not contradict with sustainable, ecological production, and that this in fact supports the sustainable achievement of brand awareness.

Edelmann Group

1991 – 2011: 20 years at Luxe Pack

The Edelmann Group at Luxe Pack in Monaco, 19-21 October 2011, Stand DF2/DG1.

About the Edelmann Group

The Edelmann Group is a leading producer of high-quality and innovative folding carton packaging solutions. The family-owned company develops and produces folding cartons, leaflets and system solutions for the health care and beauty care markets at twelve sites in Germany (Carl Edelmann, Artur Theis, Braun Pharmadruck, Lindauer Druckerei Eschbaumer, Wesche and Wepack), France (Edelmann France), Poland (Edelmann Poland), Hungary (Zalai Nyomda), Mexico (Edelmann Mexico) and China (Edelmann Beijing). In 2010, its 1,500



employees generated revenue of 188 million euros. Of this, more than 40 percent was accounted for by the Group's international sites. Worldwide the company produced 4.2 billion items of folding cartons and leaflets.



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



With its perfume "Trésor Midnight Rose", Lancôme is presenting a fragrance like a night in Paris – sophisticated, light and sensuous. The bottle and packaging realised by Edelmann skilfully pick up on the perfume's discreet note of jasmine with its sleek lines and fine shimmer in soft violet. A finishing combination of iriodin, a glossy finish and relief embossing give the printed image impressive depth.

Luxe Pack Monaco: Edelman Solutions



BABOR

Visual appeal. "55 years of Babor" stands for the brand's promise to create care innovations for visibly beautiful skin. Edelman designed the anniversary packaging consisting of six parts, including the foam insert, and assumed the role of general contractor. Everything down to the commissioning of the packing came from a single source.



Michalsky Urban Nomads

Dark blue for men, rosé for women – Urban Nomads redefine their lives every day. Edelman combined a matte finish with structure embossing, using other finishes to create a packaging that conveys an urban feeling.



VIKTOR & ROLF SECRET SERVICE

The beguiling secret fragrance of Flowerbomb, the latest information, exclusive offers and luxurious gifts are found in the exclusive world of Viktor & Rolf Secret Service. The successful Dutch pair of Viktor & Rolf stands for luxury, addressing its customers in a very individual way. The leaflet solution by Edelmann picks up on the pink of Flowerbomb. Customers find information about the Secret Service Club in a special sequence of pages and folds. Absolutely elegant and stylish!



MERCONA

With the CEvolution series packaging developed by Edelmann, the hair colour Creme Sensations by Mercona now has an extravagant presence at the POS. Convincing forms differentiate this packaging from the competition, providing additional space for design and information.



LACOSTE

Lacoste L.12.12. The ultimate classic among polo shirts. The brand now offers a matching fragrance for men. The packaging was skilfully designed by Edelman: a coloured bottle, the crocodile and the piqué structure of Lacoste polo shirts on the box. Clear composition, typical Lacoste, typical Edelman.



Florena

Florena is characterised by naturalness based on organic ingredients. Organic olive oil and the use of no preservatives make Florena skincare products unique. The packaging, realised by Edelman, is also unique. The colours and design support the product's claim. The packaging was realised with FSC-certified board. The biologically convincing product and its sustainably produced packaging thus form a convincing entity.

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