

Watch Out - Team members

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The Watch Out package is ideal as a gift pack and gives the consumer an emotional affection to the clock by the surprise effect when opening - anticipation comes with the pop-up.

A true unboxing experience!

By the simple mechanism with which the holder of the clock in the box is fastened, this packing is suitable for multiple uses as well as reuse and storage. It can be used both in-store but also for e-commerce.

Packaging Design

The design is kept simple to ensure effortless processing when folded, glued and filled. It can be stored and transported flat together with the insert before adding the watch. The hole makes the opening of the package easy and clearly show the consumer how to open it. The lid can be opened several times without damage. The additional tabs on which the clock rests are deliberately kept round and prevent the corners from getting caught in the wrong place. The weight of the watch prevents the tabs to fold up. The insert is placed inside the package after erecting. It provides stability and additionally protects the bracelet of the watch. In the resulting space you could place additional bracelet links, instruction manuals or warranty or other accessories. The material used is BillerudKorsnäs White 270 g/m² which has great printability and the strength and flexibility makes it perfect for this kind of application that should work several times.

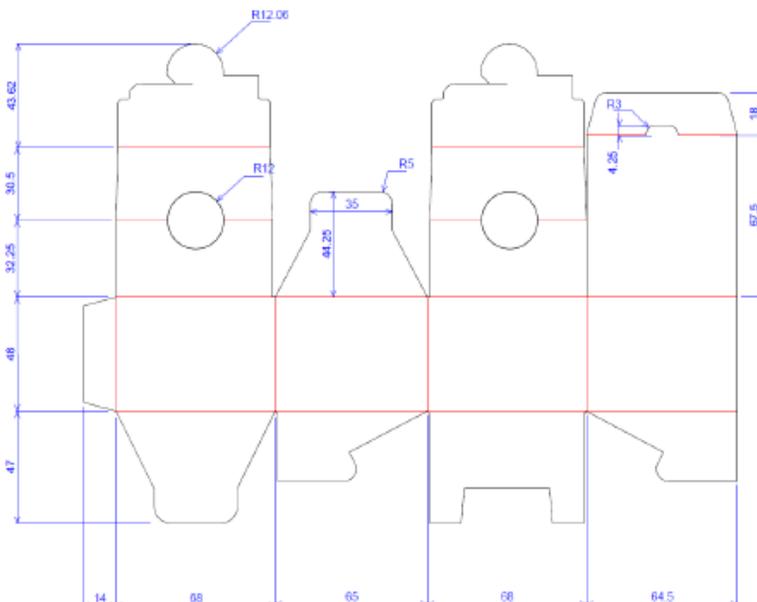
Logo & Graphical Design

The logo can be interpreted and understood in two ways. On one hand, of course, it expresses what happens when you open the package. On the other hand it is meant to be a message to the consumer that we need to take care of

the planet and “watch out”, by using more sustainable material. The graphical design of the package is also referring to nature and the logo should be seen as burned into the wood. The exterior has a simple wood structure in rather dark shades of brown, which preserves the noble character of the product. To create a strong, yet natural contrast to the interior, the inside flaps and the watch holder are in light green. Since there is no additional cushion in the packaging, the green image of moss gives the impression that the watch is still padded and therefore protected.

Sustainability

Conventional packages for premium watches usually consist of more than one material that varies between metal, wood or plastic. Leather caskets that deviate from the regular rectangular shape are also commonly used. Our packaging is so special because it is made of a more sustainable material than conventional packaging, despite the appearance of sophisticated packaging. The special feature of the developed box is that no additional foam cushions are needed to present the product. The packaging can be sorted as mono-material and disposed more easily by the end user



RENEWABLE MATERIALS ONLY, BK WHITE 270 G/M²



MAXIMUM PROTECTION WITH LESS MATERIAL



LIGHT WEIGHTED, COMPACT, LYING FLAT WHEN TRANSFERRED AND STORED



REUSE WITH THE ORIGINAL WATCH OR OTHER JEWELRY



MONO-MATERIAL, 100% RECYCLABLE

watch Out

