Luxury and Sustainability
KORSNÄS is one of Sweden’s leading forestry companies. Production is conducted at the company’s three mills Gävle, Frövi and Rockhammar. Production capacity amounts to 1.1 million tonnes of cartonboard and paper annually, with integrated pulp production. Korsnäs develops, manufactures and sells virgin fibre-based packaging materials intended for users with exacting requirements for efficient, creative, functional packaging solutions, primarily in the consumer goods segment. Korsnäs also produces pellets at two plants in Latvia. The company exports approximately 90 percent of its products. Korsnäs employs 1,900 people, has annual sales of SEK 7,396 m (2008) and is a wholly-owned subsidiary of Investment Kinnevik AB.
In this issue, you can read about PIDA Germany, where the theme was Luxury and Sustainability. The article on Hotel Chocolat tells the story of a successful brand built around Fair Trade, organically grown cocoa beans and delicious chocolate – packaged in Korsnäs White. Notice also the lovely pack that won a Pro Carton /ECMA Award. The simplicity of the brown cartonboard was used to great effect, creating an image of genuineness and honesty.

For my part, after 12 years as editor of Korsnäs Highlights, it is time to step down. I’m looking forward to a different kind of luxury than that which can be packed in fine cartonboard, namely the luxury of time. Let me take this opportunity to thank all of the readers and all of the converters, end-users and designers who generously shared their experience with us in the articles I have had the privilege to write. It has been a real pleasure.

What is luxury?

Diamonds, Porsches, holidays in the Maldives, three-star dinners or perhaps simply fine chocolate. Preferences and prices vary, but the further from the essentials of life a luxury item is, the better. Luxury is all about signalling, about status symbols that show how successful we are, and in this sphere we can see how values are affected by changing trends. In recent years, our responsibility for environmental issues and sustainability at every level has been an ever stronger focus, and it is affecting our consumption patterns. SUVs and petrol-guzzling sports cars that have a negative impact on the environment are harder and harder to sell, while environmentally friendly alternatives are gaining popularity. To succeed in today’s market, brand owners are seeking to align their offerings with consumers’ needs and values. CSR has become a household word. Recently I happened to see H&M’s sustainability vision: “H&M’s business operations shall be run in a way which is economically, socially and environmentally sustainable. A sustainable business is one that meets the needs of both current and future generations.”

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A few useful abbreviations:

SUV = Sports Utility Vehicle
CSR = Corporate Social Responsibility
PIDA = Packaging Impact Design Award
Innovative & Prestigious

Edelmann cuts loose with Korsnäs White

Pharmaceuticals and premium products like cosmetics, hair colouring, chocolate and tobacco have long been Edelmann’s specialities. Now they are taking the next step, showing what they can do with innovative boxes for luxury beverages. The campaign seeks to open doors to wine and spirits brand owners, and its theme is unusual shapes.

TEXT: ANNICA ALEXANDERSON
The material is Korsnäs White. “Unusual shapes place unusual demands on the elasticity of the paperboard, and Korsnäs’ Packaging Performance Service inspired us to test the limits,” says Helmut Sieber, Senior Manager for Packaging Development at Edelmann. “They know what the material can do. Besides its elasticity, its tearing resistance is ideal for packs with heavy contents. Beverages are an interesting niche for us, but Korsnäs has years of experience supplying this industry. Our partnership with their Packaging Performance Service has been a real inspiration and had an impact on the end product.”

**DESIGN UNLIMITED**

The packs were produced in a limited edition – but their design was anything but limited. “Rectangular packs don’t open doors,” says Mr. Sieber. “In this collection, we focused on packaging impact to spark interest and pique customers’ curiosity. We’re showing our creativity to other segments here, too. If you scaled them down, these packs would be perfect for perfume bottles.”

**“KORSNÄS WHITE IS EXACTLY WHAT THIS COLLECTION NEEDS”**

“The combination of bending stiffness, tearing resistance and elasticity that Korsnäs White provides is what made these solutions possible,” says Mr. Sieber. “Korsnäs White works especially well for this collection.” Mr. Sieber has previous experience of the material, having used it in promotional packs for beauty products.

**INNOVATION AND CREATIVITY IN SHAPE AND DESIGN**

Edelmann position themselves as one of the leading converters for luxury products in Europe. They have a major focus on innovation and market themselves effectively by taking part in packaging competitions around the world. Over the years, they have brought home an impressive list of design awards. Mr. Sieber finds inspiration not only at trade fairs and shows but in natural shapes. Working with students is highly rewarding, too. “They haven’t internalised the limitations one gradually accepts, and that’s very refreshing,” he says. “To maintain our position we are always refining the concept, adopting new approaches to our work with brand owners,” says Matthias Welp, Vice-President of Edelmann’s Premium Division. “We are creating new shapes as well as new effects in printing and finishing for use in innovative packaging design. At Luxe Pack we premiered special editions featuring all of these new ideas.”

**TRENDS**

Today, when most buying decisions are made in the store, brand owners need to differentiate themselves and stand out on the shelves, which really puts the pressure on the packaging design. Another challenge Edelmann is working hard on is brand protection. Currently, especially in the premium segment, brand owners are very interested in tamper-proof seals and anti-counterfeiting measures. Trends in the packaging world reflect society at large. Twenty years ago, runnability, automated liners and practical solutions were the priorities. Ten years ago, people started asking for more information. Next came weight reduction, and today everybody is looking at how the process affects the environment. “Environmental issues have come to the forefront, and where possible we are developing cartons made of paperboard, a renewable fibre-based resource, to replace fossil materials,” says Matthias Welp.

The packaging was produced in Korsnäs White 345 and 380 gsm.

Edelmann was founded in 1913 in Heidenheim, Germany. It is a family-owned company with 10 production facilities in Germany, France, Poland, Mexico and China. Edelmann employs 1,360 people and had sales of €187 million in 2008.

Corinna Niederberger, Manager Development Graphics and Helmut Sieber, Senior Manager Packaging Development, from Edelmann in the creative team from Edelmann.
That’s the spirit!

If there is such a thing as a galaxy of whisky brands, then the brightest shining star is Chivas Regal 12 Years Old. The first true luxury Premium Blended Scotch Whisky in the world, and still the world’s most prestigious, it sells over 30 million bottles a year. **TEXT: ROLF STRIDH**

Although Chivas Brothers’ origins go back to 1801, the Chivas Regal 12YO Premium Blended Scotch Whisky was launched in New York in 1909. Over the last century it has become a global icon and still remains so today.

The distinctive shape of the bottle, the label, and the gift carton have always been vital elements of the brand portfolio. The packaging design is both bold and distinctive, with an air of nobility and heritage. As for the gift carton, the powerful design with its metallic feel and proud heraldry requires a material that is consistent with that solid, robust visual appearance.

**A STRONG GIFT CARTON**

Chivas Brothers previously packed the precious bottles in gift cartons produced on 425 gsm Korsnäs Carry cartonboard. Early in 2008, however, Chivas Brothers were looking to further enhance their shelf presence and improve consumer ‘grip stiffness’. Gift cartons do get handled a great deal in the retail stores. The strength of the cartonboard has to cope with the level of interest generated daily by the brand, the design, and the prospective and discerning consumers: this called for an even heavier, sturdier material.

“The cooperation between Chivas Brothers, the carton converter Chesapeake Branded Packaging, the foil laminator API Laminates, and Korsnäs goes back many years,” explains Devlin Osborn, Sales Manager Korsnäs. “Chesapeake consider Korsnäs to be a reliable business partner, with a proven supply chain and a product they can trust, and so they asked if we could work together to develop a stronger, heavier version of Korsnäs Carry to offer to Chivas Brothers. The joint project resulted in 480 gsm Korsnäs Carry. By the end of 2008, Chesapeake were running the first trials and concluded that the new weight of board compared favourably with other higher grammage boards that were considered, trialled and available at the time.”

“We use this board material only for our Chivas Regal 12 Year Old Premium Blended Scotch Whisky,” says Graeme Bridgeford, Package Development Manager of Chivas Brothers. “The whisky is sold worldwide and enjoys strong consumer and

The new Chivas Regal gift cartons had a prominent place in the Korsnäs stand at Luxe Pack.

For the sake of curiosity: this link www.neilfrench.com/chivas/slide/9.html will get you to some cheeky Chivas Regal ads by Neil French.
brand loyalty. We sell more than 30 million bottles per year and growth in recent years has come where there is a continued appreciation of quality and of premium brands.

“We revisit our packaging designs every few years to ensure we keep consumers engaged with the brand and that the packaging is appropriate. A common trend in recent years is to increase premiumisation. Overall strengthening of the gift carton was deemed to play a key role in this strategy going forward. By moving to 480 gsm Korsnäs Carry we achieved a more rigid feel, whilst still being able to maintain our production line efficiencies. We introduced the new board fully at the same time as the latest brand graphics restage during the summer of 2009.”

HIGH PERFORMANCE AND CONSISTENCY

Besides the reliable availability and smooth production process, the gain for everyone involved lies in the light weight of the solution. The 480 gsm Korsnäs Carry is stronger than the heavier grammage options, thanks mainly to its tough Nordic virgin fibre and four-layer board structure.

A closer look at the conversion and packaging process makes it clear why Chivas Brothers need a high-performance board material. The board is first foil laminated by foil lamination specialist API Laminates in a reel-to-reel process. Because foil can highlight any fault in the board, it is essential to use a board with consistent technical quality and excellent fibre formation.

At Chesapeake Branded Packaging the board then runs through a flexographic printing press, where it is printed on both sides, varnished, embossed, cut, and creased in a single in-line process and then glued at a high speed. At Chivas, the carton blanks then go into one of the most demanding bottle packing operations in the world. The material has to be up to the task: what’s ultimately at stake is not only the brand image but also protecting a very precious product that is far too good to be spilt.
A longing for luxury has been a constant through the ages, but nowadays we prefer our luxury with a dose of responsibility for coming generations. Designers, brand owners and converters have to be able to express these values in packaging to attract consumers in the long run. Many interesting aspects of the issue came up during the course of the day in the presentations and discussions. Thomas Düllo, a professor of verbal communication at the Berlin University of the Arts, provided a cultural perspective, while Cornelia Diethelm, head of issue management at the retail chain Migros in Zürich, gave examples of the challenges facing brand owners today. Dr Christoph Häberle, a professor of packaging, design and marketing at the Hochschule der Medien, led an interesting panel debate in which the audience took part, too.

After the students presented their entries, the chairman of the awards jury, designer Roman Klis, summed up the competition. “The results of this year’s PIDA Germany are unquestionably the best yet. These were the most creative entries we have seen, from simple, smart solutions to designs that are truly complex in both their construction and their graphic design. Some of this work is good enough that it could be put on the market as is.”

PACK & DISPLAY
As always, the awards ceremony was the high point of the day. This year’s design challenge was to design both a pack and a display for an imaginary personal care or chocolate brand. Roman Klis reminded everybody that the focus of the competition is Packaging Impact – the goal is to stand out from the crowd and break into the “must have” category. It was a close match between the three winning entries, which were far ahead of the others. A total of 18 groups competed, all of whom are being sponsored by Korsnäs with a study visit to Sweden and a tour of the Frövi production facility.
First prize:
Cleopatra bubble bath
A pyramidal tabletop display with upside-down pyramid packs. The packs are easy to open and are held together with a single fastener.
Christian Heizmann and Michael Fischer

Second prize:
Chocolate Tangram
A tabletop display with intricate packs of fine chocolate triangles in small boxes that together form a puzzle.
Sabin Bara, Jonatan Scherer, Sebastian Zeug

Third prize:
Davenport
A chocolate pack that also serves as a display, hanging from a door handle. A gift pack and a stylish calling card in one.
Markus Frey, Marcel Messner, Malte Seidel, Markus Zellhuber

4. Happy winners Christian Heizmann and Michael Fischer relax with a beer after the awards ceremony.

5. "The pack has to stand out and sell the product." Jury chairman Roman Klis reminds what it takes to design winning packaging.

6. The enthusiastic audience was completely caught up in the day’s events.

7. Jury member Helmut Sieber, Packaging Development Manager at Edelmann, provides feedback to student on her work.
The unbeatable combination of authentic ingredients, a good splash of imagination and plenty of flair has proved to be a winning recipe for Hotel Chocolat in the UK and beyond. Starting as a mail order catalogue business, the company now stretches from its own cocoa estate in St Lucia, to more than 40 shops in the UK and two new stores in Boston, USA.

For Hotel Chocolat, flair and imagination aren’t just reserved for making chocolate, they’re also an integral part of how their products look too – presenting them in a way that adds drama, excitement and style to the experience. Which means that their packaging not only needs to be robust enough to withstand the rigours of the postal service, but it also needs to be eye-catching and stylish too.

**KORSNÄS WHITE FOR PACKAGING IMPACT AND TOUGH HANDLING**
Korsnäs has been Hotel Chocolat’s packaging partner for some years. In the first instance it was because of the strength of the board, but after the launch of Korsnäs White they found they could also use it to achieve their luxurious design effects. Hotel Chocolat also has a very well developed environmental policy and, since they now can buy the material FSC-labelled, the partnership has grown. Today they specify most of their packaging material from Korsnäs.

**ENGAGED ETHICS – FROM THE BEAN TO THE BAR**
It’s incredibly rare to find a chocolatier that is involved in growing cocoa these days, the vast majority prefer to buy their chocolate ready-made from specialists. Hotel Chocolat, however, have moved in the opposite direction with the acquisition in 2006 of Rabot Estate on the Caribbean island of St Lucia. But they don’t just grow their own cocoa on this historic 140-acre cocoa plantation, they also reach out to the wider cocoa-growing community with their Engaged Ethics Cocoa Program. As well as help and advice in farming techniques, it also guarantees to buy all quality cocoa that farmers in the program wish to sell, at prices above the world market price.

The next exciting step is to build a chocolate factory on the estate, which will convert cocoa from St Lucia and other islands into top quality chocolate for export to the UK and US. The factory will also be designed with visitors in mind, allowing local and overseas people to learn about chocolate making at first hand. Meanwhile, plans to build the ‘real’ Hotel Chocolat are already nearing completion. It promises to be a unique experience with a boutique hotel set in the tranquil surroundings of a working cocoa plantation, where guests can learn all about cocoa and chocolate making – as well as being pampered and soothed of course. Nothing seems impossible for this fast growing company!
A fair victory

It’s hard to believe that Monaco is real. It’s a place where the visitor’s eyes are the size of saucers to take it all in. Very appropriately, this is where Luxe Pack is arranged every year. The glamour and class were certainly echoed in the stands of the 330 exhibitors.  

Luxe Pack is the world’s most important trade fair for luxury goods packaging. In October 2009, Korsnäs attended for the third time. Luxe Pack is a very important meeting place for the industry. The fair attracted some 5,900 visitors, about 70% of whom were identified as decision makers – CEOs and executives of marketing, purchasing and R&D.

Luxury goods – also called premium segment products – are typically cosmetics, fragrances and other beauty products, but also jewellery, watches, fine chocolates and exclusive alcoholic beverages. The packaging on display in the Korsnäs stand included a selection of cartons for Nuxe, Chivas and Hotel Chocolat as well as a promotional campaign for the German converter Edelmann.

DAZZLING
The exhibition area and the various stands create a constant dazzle of vibrant colours, gold and silver elements, mirrors and shiny, glittering objects. Many stands are jam-packed with packaging samples, as if luxury and abundance were twin concepts. If you know what you are after, you are probably fine. If you are just browsing, you could be in for a tinsel overdose.

GOING YOUR OWN WAY
That is exactly why the Korsnäs stand is designed the way it is: white, open, uncluttered and inviting. The stand is highly visible from all of the escalators that criss-cross the open centre of the exhibition area. Everyone riding the escalators has a good view of the Korsnäs stand, is intrigued by it and just wants to go there. The stand was well visited at all times. Everyone came: old and new business acquaintances, converters, designers, brand owners’ marketing and purchasing managers, people from the trade press and other business colleagues. They came to mingle and for the talk, the knowledge, the exchange of ideas and the tackling of future projects and packaging challenges.

Some came for the hospitality, too. Every day at three, we served “schnappas” – small bites of Scandinavian delicacies such as Västerbotten cheese, pickled herring, reindeer and whitefish roe – along with fine vodka and akvavit. You could say we were true to the Nordic spirit, which was genuinely appreciated.

SPLENDOUR IN OUR OWN STAND
The main feature in the Korsnäs stand was the display of premium customers’ packaging solutions. Besides this and the Nordic spirit, we had quite a few attractions: knowledgeable people, books, moving images – and the feel-good factor of a stand where you can pop in and meet sensible down-to-earth individuals. Despite this “at home” feel, we also had our own dazzling element: the back-projected, rotating image of a jewel-studded, Fabergé-inspired, precious-metal pine cone.

Away from the busy bustle of the fair, in a more quiet corner of the Grimaldi Forum, you could find Luxe Pack’s independent exhibition that dealt with issues such as current challenges and future developments of the packaging industry.
Headings included Sustainability, Innovativeness, Responsibility, Design, and so on. Several of the packs on display were made of Korsnäs material. Korsnäs has an identity in this industry. And for every year that we attend, we keep building our reputation and staking out our own space in this highly interesting slice of the industry.

The management of Korsnäs’ whole attendance at Luxe Pack is headed by Agneta Rognli. She is satisfied with how the three days turned out – the stand, activities, crowd, contacts, brand building, awe and happy faces.

“Well”, she says, “we called last year at Luxe Pack a success. It’s too early yet to publish a final assessment of this year but I am fairly confident it will measure up to the standard we set then.”

1. Luxe Pack and the Korsnäs stand is an important meeting place for the industry.
3. The Korsnäs stand attracted a steady crowd.
4. Centrepiece in the stand: the beautiful Cone.
Korsnäs Carry used for award-winning decanter box

Once again, ingenious packaging ideas demonstrated the diversity of cartonboard – probably the most sustainable of all packaging materials. The winner in the Beverage category was a straightforward box that uses clean lines to display the decanter while retaining an element of mystery and reflecting the prestige of the product.

TEXT: ANNICA ALEXANDERSON

IN A MARKET DOMINATED BY HIGH-QUALITY PRINT AND FINISHES, THE SIMPLICITY OF THE DESIGN HAS AN IMMEDIATE IMPACT,” WAS THE JURY’S COMMENT.

To best present natural aspects of the product and its packaging, the reverse side of Korsnäs Carry is used for the body of the box. The banner is printed on the white part of the support.

PRO CARTON
Pro Carton is the European Association of Carton and Cartonboard manufacturers. The annual awards are regarded as among the most distinguished in the category. The 2009 event attracted the highest number of entries in the history of the awards – 122 entries from no less than 12 countries.

Carton producer: Van Genechten Packaging
End user: De Luze
Cartonboard manufacturer: Korsnäs

Korsnäs opens new office in China

Korsnäs has just opened a new sales office in Shanghai. Our commitment to China will initially focus on sales of Korsnäs White.

KORSNÄS HIGHLIGHTS
KORSNÄS PRODUCT PORTFOLIO

KORSNÄS LIQUID PACKAGING BOARD: Board material developed for some of the world’s largest and most demanding liquid packaging manufacturers.

KORSNÄS WHITE TOP KRAFTLINER: Four liners covering every need for high-quality top liners for corrugated board packaging.

KORSNÄS CARTONBOARD: Three strong board materials, each carefully developed for specific areas of application.

KORSNÄS SACK & KORSNÄS KRAFT: Sack and kraft paper for sacks, bags and other products requiring maximum strength and durability.