

Value Added Packaging Tutorial: MÜESLOVE POS-Display



- USP:** Quality, full-colour premium POS display
- Effects:**
- Applications:** Cosmetics industry | Food industry | Tobacco industry
- Machine requirements:** Digital full-colour flatbed printer with minimum print area dimensions of 1,200 x 1,600 mm, for media up to min. 2 cm thick; flatbed cutter with min. 1,200 x 1,600 mm cutting area, for media up to min. 2 cm thick and various cutters for solid and corrugated board
- Design requirements:** The design had to be adapted to the sophisticated folding cartons in the MÜESLOVE product line. For this purpose, colour values from the CMYK space had to be selected that were suited to the non-process inks on the folding cartons. The completed, stocked display was to form a single, visual unit with the folding boxes inside it. Design elements that appear on the folding cartons were to be repeated in the display. All visible surfaces on the standing display were incorporated in the design, giving special consideration to homogeneous as well as visually and technical balanced transitions and partitioning.
- Special features:** The display is made from two different substrates to ensure that it is stable when assembled, while achieving thin dimensions for the individual trays, each of which can be replaced to re-stock the display. A double-laminated solid paperboard was used for the body of the display and E-flute corrugated for the trays. In selecting the material, the degree of whiteness of the two surfaces therefore had to be matched. The 26 different individual elements are printed on both sides, which requires a flatbed printer with high precision and perfect register every time. For the greatest possible colour brilliance, high densities and fine details, the printer should be equipped with VarioDot technology. For long-run production, it is expedient to use a feeder option at the printer for the respective sheet sizes.
- Description:** This new project, part of PrintCity's Value Added Packaging Initiative, is intended to demonstrate that the marketing and sales of premium packaging solutions can - and frequently must - be more than just simple packaging production. Whether or not a product is accepted by the market is decided at the POS. Assistance in gaining acceptance can be provided by high-quality presentation solutions.
- Remarks:** The solid board for this project was specially wet-laminated on both sides with Kemiart Graph+ from Metsä Board, a premium, double coated white-top, fresh-fibre kraftliner in 250 g/m² weight, which is ideal for applications of this kind; the e-fluted corrugated was wet-laminated on one side. Apart from other print processes, Kemiart Graph+ is also optimized for digital printing and, thanks to its optimized ink lay-down properties, it results in prints with maximum brilliance and superb, smooth gloss. Kemiart Graph+ is certified for use in the food industry.

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Realisation:



In the design phase, the space required for the folding cartons had to be calculated based on their dimensions, the number to be displayed, and the principles of optimum space utilisation. The calculations had to include the footprint of the display, referred to the common 1/4 CHEP format (600 x 400 mm), and the maximum height of the assembled display.

The number of trays was pre-defined, because 5 different MÜESLOVE packages are to be displayed. Since the entire MÜESLOVE project is based on a consistent size matrix of the width, depth and height of the folding cartons, the optimum dimensions for the display were quickly obtained. Only the height of the front edge of the trays then had to be calculated based on the banderol around the base of the folding cartons, in order to avoid unsightly areas showing above the edges of the trays when the folding cartons are inside them.

After all dimensions were determined, THIMM Display started the technical design and sample-making. Blank samples are extremely important to the optimisation process, because potential tolerances and problem areas first become apparent in this phase. Ideally, the blank samples should be made from the same substrates used later on in production, so that any gap measurements and tuck or glued closures can be evaluated.

After this process was completed, designing began using the available CAD drawings. Colour spaces were converted to the 4c Euroscale colour space based on the existing folding cartons. In this step, a slightly lighter colour space was deliberately chosen in order to emphasize the folding cartons more strongly in the final display. The line pattern on the folding cartons, achieved with various coating effects, was repeated on the display, but in greatly magnified form. Here, however, it is only to lighten the colour tone.

To better guide consumers and support product recognition, the five, distinct basic colours, design elements and product names are incorporated on all four sides of the display. This in turn requires that all technical and visual transitions on the assembled display, including the parallax shifts caused by the material thicknesses, are calculated and integrated in the design, so as to obtain a homogeneous, complete look in the end.

After all design work was completed and the materials passed quality control, the data for the total of 12 different print jobs (front and reverse printing) were prepared for printing and sent as PDF/X 1a files for printing and cutting.

A last quality control check is made of the final elements on a fully assembled display. This step may be followed by another round of optimization for the print data (colour, stability, overall appearance).



Technical design, production:
THIMM Display

Graphic design, concept:
Alexander Dort - CMD

Substrate:
Metsä Board Kemiart Graph+ 250 g/m²

Printed on:
Canon Océ Arizona® 6160 XTS