

‘And the winner is...’ the box that wowed the crowd



‘The Story of the Box’
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A unique new group initiative delivered more than 700 personalised luxury boxes virtually overnight to break new ground at a key UK packaging event.

The UK Packaging Awards at London’s Grosvenor House in October 2023 marked the debut of PEGI, a partnership newly-formed to champion excellence and innovation in the packaging sector. To show they meant business, PEGI took up the challenge of replacing the conventional ‘tent’- style table place settings with luxury boxes featuring personalised data that was only made available 48 hours prior to the event.

The Packaging Awards Group Initiative (PAGI) is a partnership of elite equipment manufacturers, suppliers, and specialists in packaging design, print and production, comprising Dayfold Print, Scodix, LasX and Perfect Box Solutions – and their personalised place settings boxes are thought to have been a world-first.

The box of delights

The digital print embellishments on the facing material of the box, which combined gold and bronze foils with spot UV varnish to stunning effect, were achieved on one of the range of ULTRA series presses manufactured by Scodix, for whom Mark Nixon comments:

“The challenge for us was twofold: uncoated material and variable data. Tactile and textured materials have long been the uniques that hot foiling adds. However, using the multiple polymer and foil settings, the superb outputs followed with some very cost-effective solutions. Black foil with gold and copper foils on top, layered with spot UV varnish gave this a micro embossed effect, lifting the lid of this project. Scodix leads from the front “ the potential for creativity is unbounded.”

Cutting edge technologies

The personalised data element of the box was incorporated into a laser cut sleeve with intricate laser-cut features produced using LasX SmartFinish™ equipment. LasX Business Development Manager Hendrik Kleinfeldt explains: “At LasX we work with our users around the world providing a unique combination of innovative laser technology and material processing expertise that others just can’t match. Customers seeking a highly productive solution that meets the highest quality expectations should always seek out a LasX house first to discover the best solution for their needs. Also among the contents of the luxury box was a lay-flat folded carton to illustrate the outstanding performance of the LasX system across a broad range of products.

The place-setting boxes were manufactured and fulfilled by Dayfold Print at its Dorset production facility. Dayfold is a multi-faceted media company with its roots in high quality commercial print.

When MD Del Simmons decided to set up his own in-house luxury box-making department fourteen months ago, to help assure product quality and streamline turnaround times, he called on Perfect Box Solutions, catalyst for the PAGI project, to install a range of equipment for short-to-medium-run box production. Since then the box making business has grown to become a profit centre in its own right, producing luxury-style boxes as part of complex projects for Dayfold’s own direct clients as well as third-party trade work – to such an extent that further expansion is now in prospect.



The PAGI ‘Box of Delights’

Facing materials: 135gsm Colourplan Ebony and Peregrina Majestic from GF Smith
Carcase board: 3000 micron Double Black board supplied by project associate, Preston Board & Packaging

Thinking outside the...

For Perfect Box Solutions, Hannah Giddins says: “Printers have always had to adapt to survive by working harder, faster... smarter, and also by extending what they do in house to keep their customers satisfied. Box making is the logical next step – especially now, when product differentiation at the point of purchase is so crucial to the end-customer’s buying decision. Our solutions are designed to make in-house box production quick and easy – as well as cost effective.”



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