

The solutions Awards

Company: Pollard Boxes

Project: Hotel Chocolat Cabinet range

The solution:

The brief was to create truly luxurious packaging, whilst communicating the brand's positioning – 'a dramatic showcase that injects hedonism into the experience of eating chocolate'!

The Hotel Chocolat pack, produced by Pollard Boxes, conveys beauty and luxury and delivers a memorable 'opening experience'.

The overall pack also conveys the premium quality of the brand. This is achieved through a heavy coverage deboss repeat pattern on the jacket lid, except in the area where the logo is situated, which is foiled in black, white and clear onto two different shades of grey Colorplan. Contrasting black gloss is used on the two box sides. Keaykolour Jet Black was specified for this.

This was technically challenging, particularly in maintaining the depth of deboss on a paper substrates. It was initially proofed on a range of black substrates to determine which materials gave the best results in terms of the combination of deboss level and an extensive area of gloss black foil.

