

Food Packaging: Technical

The Technical Award in the Packaging: Food Category went to Hazen Paper Co. (Holyoke, MA) for its role in metallizing, coating and laminating box wrap for a gift box for Godiva Chocolatier, Inc., (Wyomissing, PA). The box, designed by Godiva's Global Design Group (New York, NY), features Hazen's transfer-metallized Envirofoil® paper, which is micro-embossed, modified tip-coated gold and flood-coated clear. The nano-thin layer of texturized aluminum and lightly applied gold tint and clear coat impart a lustrous effect as well as scuff and crack resistance. Compared to its previous box wrap, the gold coating relies on proprietary colorants that achieve the desired appearance with 98% fewer particulates and a significant reduction in energy consumption to apply and dry multiple layers of particulate-laden ink. The transition to Envirofoil paper and the proprietary gold coating cuts costs 50%. Savings resulted from improved drying efficiency, which more than doubled line speed, plus a basis weight reduction of 25% to 60-lb paper. Verso Corp. Specialty Papers (Stevens Point, WI) supplied the substrate, while Burt Rigid Box, Inc. (Oneonta, NY), served as the converter for the project.

The judges were impressed by the savings in both money and material. Despite the reduction in pigment usage, "It's a beautiful gold," said one judge. "The package is simple, but quite effective," added another.

More info: www.hazen.com, www.versoco.com, www.burtbox.com

