

## 2017 AIMCAL AWARDS

### **Healthcare, Cosmetics & Toiletries Packaging: Marketing & Technical**

Hazen Paper swept the Packaging: Healthcare, Cosmetics and Toiletries Category, capturing both the Marketing and the Technical Awards. The Marketing Award recognizes a setup box for Cashmere Mist from Donna Karan (New York, NY). Hazen served as converter and metallizer of the Ultracure silver 48-gauge metallized polyester/80-lb coated-one-side litho paper box wrap. The design by McLean Packaging (Moorestown, NJ), which also served as contract packager, combines crackle embossing with matte ink and two-tone colors that impart the soft appearance of cashmere.

The judging panel found the faceted texture extremely appealing. “The embossing invites touching,” said one judge. “Convincing the consumer to pick up a package really helps sell it,” added another. “The execution is well-done, successfully accomplishing the tricky combination of film, graphics and embossing,” the panel concluded.

The Technical Award went to Hazen Paper for a setup box for Rose Radiant Gold from Michael Kors Beauty (New York, NY). McLean Packaging collaborated on this project as well, with Hazen serving as metallizer and converter of the custom rose-gold, acrylic-coated 48-gauge metallized polyester/80-lb coated-one-side litho paper box wrap. The brilliant metallized polyester base material provides an ideal surface for printing the custom rose color. Heavy embossing achieves an almost crystallized appearance. Dropping out the center of the embossing on the front panel maximizes the three-dimensional effect and boosts shelf impact in department store displays.

The judges were so intrigued by the sparkling effect achieved with the metallized film, rose color and embossing, they examined it with a magnifier and wondered how the look was achieved. “It looks like glitter, but it doesn’t rub off,” commented one judge. “You can’t damage the surface by rubbing it,” agreed another panel member. The judges concluded, “The sparkling effect definitely adds value.”

More info: [www.hazen.com](http://www.hazen.com), [www.mccleanpackaging.com](http://www.mccleanpackaging.com)

