

HAZEN PAPER CRUSHES AIMCAL PRODUCT OF THE YEAR.

HOLYOKE, MA — Hazen Paper Company's holographic Kat Von D "Metal Crush" limited-edition powder highlighter carton was named "Product of the Year" at the 2018 annual meeting of the Association of International Metallizers Coaters, and Laminators (AIMCAL), held in Charlotte, North Carolina. Hazen also received "Product Excellence" awards for a Marc Jacobs "Decadence" perfume box and a Burmester® Porsche "Music to your Ears" brochure.

Hazen's carton for Kat Von D features metallized film laminated to the coated side of 0.020 solid bleached sulfate (SBS), with sparkling holography that captures consumer attention in the department store environment and reflects the "Metal Crush" name. The stock was created entirely on Hazen's Holyoke, MA manufacturing campus, enabling Hazen to exercise extreme quality control while streamlining the process. Hazen originated the Color Motion Stardust pattern in the Hazen holographic lab, producing the hologram with its "Single-Write™" high-speed large-format laser system; grew the nickel shim in the galvanics department, and then embossed 48-gauge polyethylene terephthalate (PET) film, coated on its wide-format film coater. Next, Hazen vacuum-metallized the film, laminated it to board, and finished with registered sheeting. Hazen optimized the layout to fit perfectly with the printing and die-cutting processes used by Autajon Packaging Cultech, of South Plainfield, NJ, where the package was printed, stamped and embossed for a multi-dimensional presentation that enhances the brand. Judges were impressed with the effect: "This carton has pizzazz," said one. "It really jumps out," agreed another, and they concluded, "It's a beautiful use of holography and traditional printing."

The large setup box for Marc Jacobs "Decadence" perfume was created with a gold-metallized polyester film embossed with a copyrighted linen pattern and laminated to paper. A flocked-fabric label contributed a visual, textural counterpoint that impressed the judges "It's not flashy, but it stands out," summed up one. WestRock/MPS of New York, NY produced the box.

For Burmester's 3D High-End Surround Sound System, Hazen created a substrate that appears to be solid aluminum: it's actually a two-sided lamination of metallized film on 11-point paperboard. Employing Hazen Ultracure™ and Hazen 3DReflector™ CARD technologies for UV-printing optimization, the product lays flat and stays flat, for smooth offset printing and a rigid, water-resistant finish. The judges remarked on the two-sided lamination, "This is clearly unusual in terms of the combination of technologies used and in the potential for other applications such as paper-based gift cards."

John Hazen, Hazen president, commented on this year's honors, "We're always pleased when our customers obtain recognition for unusual packages that take advantage of our capabilities. They challenge us to continue to develop new and better products: together, we work to intrigue and delight consumers and improve revenues, while doing our part to operate conscientiously and sustainably."

Judges for the 2018 AIMCAL awards included Craig Sheppard, AIMCAL executive director; Tom Bezigian, principal consultant for PLC Technologies in Cicero, NY; Robert M. Kimmel, Sc.D., associate professor and director, Packaging Science Program, and director, Center for Flexible Packaging, Department

of Food, Nutrition and Packaging Sciences, Clemson University, Clemson, SC; and Jeff Weber, former research principal, Packaging Development at Mondelēz International in Deerfield, IL.

Founded in 1925, Hazen Paper Company is an innovative paper converter specializing in holographic origination, film coating, foil and paper lamination, metallizing, gravure printing, specialty coating and rotary embossing. Headquartered in Holyoke, MA, Hazen produces specialty materials (paper, film, holographic masters) for worldwide use in box making (folding carton and set-up box), label making (pressure-sensitive and cut and stack), scratch-off lottery and other security-related tickets, tags, and cards (gift, game, trading, greeting, blister), as well as fine art applications. Since 2006, Hazen has produced holographic design, large-format origination and production utilizing a number of leading-edge technologies including Hazen-Lens®. Hazen has certification to supply converted paper and paperboards that are FSC, SFI and PEFC certified. For more information, visit www.hazen.com or call 413-538-8204.