

Official name of entry | Taittinger Rose Lens

Entrant: Carton producer | VG Angoulême
Brand Owner | Taittinger
Structural Designer | VG Angoulême
Graphic Designer | Taittinger
Cartonboard manufacturer | Iggesund Paperboard, Mayr-Melnhof Karton





Sparkling packaging

Brand owner Champagne Taittinger decided to go for the 3D sparkling bubble effect because it was brand new. From then on, things moved ahead at a furious pace. Aurélie Lorenzo, Van Genechten Sales Director Premium Packaging said "We wanted to proceed as fast as possible to be the first on the market, and we did it! Nobody had achieved this before us." Only four months had passed between the first talks and delivery, a record. The main challenge was placing the sparkling bubbles on the new carton – this is where the most trials and adjustments took place. "We conducted a number of trials, also with matt and glossy effects, to find the perfect combination for Taittinger."

The result conveys fruitiness, "delicatesse" and the bubbling charm of the Rosé Champagne in a most elegant manner. The subtle graphic design underlines this effect. Using matt lacquer at selected points supports the effect of the "pearls" and gives the packaging sophistication and a silky tactile feeling. A true eye-catcher on the shelf, the pearly bubbles provide that "First Moment of Truth" (FMOT) and support the aura of the champagne. Customers and the retail trade are delighted with the new packaging.

Jury Comments:

The astonishing quality and huge impact at the point of sale were, the judges felt, the main reasons that they awarded this carton the accolade of Carton of the Year. The "bubbles" were printed in such a way that they looked as though they were actually spheres and it was not until they were touched that one realised that they were in fact completely flat. In a market that is fiercely competitive the Judges felt this carton had instant appeal and standout and demonstrated perfectly what quality can be achieved when printing on cartonboard.