

SILVER WINNER – 2015 DUPONT AWARDS FOR PACKAGING INNOVATION

Razor Package Captures Senses with Multi-Dimensional Graphics

The Gillette Company – USA; think4D Inc. – Canada; Placon – USA

The multi-dimensional graphics and eye-catching design of the Gillette® Venus® Swirl™ package give consumers a multi-sensory experience right at the store shelves. Printed with think4D technology, the thermoformed lid features a multi-dimensional silver ball printed and formed in precise detail to showcase the new FLEXIBALL™ design of the Venus® Swirl™ razor. The arched bottom tray reflects the razor's own curves.

Typically, sealing to an arched surface is challenging and results in high scrap rates. This challenge was solved by using think4D's pack-out system in which the multi-dimensional lids are packed hot right off the thermoforming line. The residual heat enables the lids to maintain the desired arc and lie nicely on top of the arched trays, minimizing spoilage and maximizing automation efficiencies during the heat-sealing process. With this package, Gillette and think4D takes thermoforming of a printed substrate to a whole new level.

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