



JOHNSBYRNE

Sappi Holiday Gift Program – Case Study

ABOUT SAPPI

Sappi is a global provider of specialty paper and a leading producer of coated printing papers, dissolving wood pulp, release papers and specialty packaging. With a focus on sustainability and high quality papers, Sappi takes pride in their ability to provide unique paper solutions to customers that make an impact.

THE CHALLENGE

Creating an Impactful Customer Experience

As part of their annual programs, Sappi was looking to produce a one-of-a-kind holiday gift to thank key printing customers for their 2017 business. They approached JohnsByrne, a longtime partner, to produce a gift box consisting of a custom folding carton with an insert designed to hold 4 rolls of wrapping paper, 4 gift tag stickers, 4 gift cards and 4 envelopes.



THE PROCESS

The JohnsByrne packaging development team engaged with the Sappi team and began a multi-step, packaging development journey that included digital proofing, and decorative technology of precision print, foil, and coatings.



A Custom Gift Box for a Dramatic Reveal

The journey for the Sappi project began with the design of a custom gift box to hold the rolls of wrapping paper. The telescoping box featured a flip top lid for added drama. Upon opening, the lid reveals a message of "Wrap Your Holiday Joy."

The opening and reveal experience begins with specialty stickers nestled on top. From there, customers also find gift cards featuring 6PMS, foil, spot gloss coating and dull varnish finishes for inspiration. Envelopes too, are part of the goodies in this dramatic gift box.

The big reveal, though, is the wrapping paper found inside the carton. Placed in a strategic order, the rolls of paper featured the latest print effects and techniques including spot gloss UV, metallic effects, soft touch coatings, and pine scented varnish applied on pine trees for a true holiday feel.

The outside of the custom box features unique print effects including lamination, gold foil and spot UV gloss for a piece that was as gift-worthy as the paper rolls inside.

A Custom Shipper to Bundle it All Together



To match the dramatic and uniqueness of the gift box, a custom shipper was designed to perfectly protect and match the custom gift box. The custom shipper was sealed with high-end stickers for an added touch of elegance.

CREATING A UNIQUE EXPERIENCE

With over sixty years in print and packaging expertise, JohnsByrne's dedication to innovating allows us to deliver truly unique experiences for all of our customers. From the latest print techniques to the most innovative packaging solutions, we work with each client to produce an experience like no other for their customers.