



**JOHNSBYRNE**

## JohnsByrne's 2017 Holiday Program.

### ANNUAL HOLIDAY PROGRAM

Every year, the JohnsByrne team takes great pleasure in celebrating the holiday season and thanking our valuable clients and partners for a great year of partnership. Our holiday program tradition showcases some of the newest innovations in print and packaging structures incorporated into a beautifully designed gift box and card wishing our clients and partners happy holidays.

### THE INSPIRATION - HOME SWEET HOME

The concept of this year's holiday program was inspired by the cheerful spirit of holidays. Our "home sweet home" inspiration translated into

a gift box and greeting card showcasing structure design, innovative print techniques, multi-substrate usage and more. Our holiday program was designed to create an unforgettable experience and evoke feelings of warmth and happiness knowing that "home sweet home" is the best place to spend the holidays.

### A STRUCTURE THAT MAKES US FEEL AT HOME

Inspired by the many scenes of snow-covered homes dressed for the holidays, our structural designers created a red brick home in a snow globe. A built in LED unit (inside the bottom of the box) cast its color and light effects through the house's windows, creating the illusion of a quiet home on a winter night.



But that wasn't enough for our team. The structural house was made even more realistic with precision die-cut windows to cast out the light

from the LED unit.

To add realism, footprints were created using a debossing technique. The base featured precision red foil and embossing on detailed stitching, green foil text printing, and a stunning pattern featuring UV gloss and spot dull varnish. To create a globe effect, the house was covered by an APET plastic dome.



### A CARD THAT SAYS “WARMTH”

In addition to our structural gift box, our team designed and produced a holiday greeting card to evoke the warmth of the holidays. Inspired by the warmth of a fireplace, the pop-up table tent style card featured a diorama of window showcasing beautifully wrapped gifts set in front of a cozy fireplace.

To create a realistic fireplace, we implemented the use of reticulating varnish as well as a gloss coating.

For the gifts, a glitter coating was used to add sparkle, while a gloss coating and dull varnish were used to mimic the textures of gift boxes. For an added touch, a soft-touch coating was added to create the feel of velvet often associated with the holidays.

The back of the card featured an elegant pattern enhanced by a dull varnish and gloss coating.



“This is so fun! What wonderful engineering :)”

“I LOVE the outer box and the way it opens as well!

“I just wanted to say I love the holiday house with the light and chocolates! You all always come up with the coolest holiday item! ”

“It’s already lit and next to my computer screen”

“I loved the concept and have to come up with some projects that incorporate this for you all to do on packaging”

- “From our clients”

Together, these print and dimensional effects recreated a warm and inviting scene.

### HAPPY HOLIDAYS FROM JOHNSBYRNE

Every year we take pride in creating a holiday program that surpasses expectations. This year’s program was an exciting one. Thanks to our talented structural engineering team and print technique experts, we were able to recreate a truly “home sweet home” experience that could be wrapped up and shipped to our clients and partners. Delivering a memorable holiday experience is our goal and we look forward to pressing the limits in 2018 with even more innovative ideas. Thank you for your business and partnership

