



## June Jacobs' Packaging Makeover Redefines Luxury Through New Packaging.

### JUNE JACOBS

June Jacobs is a world renowned spa visionary that produces luxury spa products for face and body applications. The three global skin care lines June Jacobs offers are sold through resorts and spas worldwide. The game-changing Spa Collection line consists of 9 franchises, a total of 53 SKUs, and is launching into the retail segment at Sephora.

### THE CHALLENGE

## Luxury Packaging Enhancements within Budget

June Jacobs came to JohnsByrne wanting to enhance their Spa Collection packaging. They wanted to achieve this through different press/post-press techniques without running multiple passes through the press.



Inspired by the JohnsByrne Beauty Mailer, June Jacobs chose a Gloss and Dull UV coating, while incorporating embossing and debossing elements to make certain areas of the package pop.



## ON-PRESS COLOR REGISTRATION

With 9 different franchises, all using different color combinations, our client was worried about the color registration on the filigree patterns. In order to achieve the perfect color registration, JohnsByrne used color halftones to match our client's strict color requirements for each franchise.

The half-tones used to create the Filigree matched the client's expectations of the overall desired look they envisioned.

## CREATING DIMENSION THROUGH FINISHING

The cartouche, which was the focal art of the package, needed some dimension in order to make the packaging pop. JohnsByrne embossed the cartouche and maintained a perfect registration along the crease line of the package. Adding the embossing element to this section of the

artwork turned this from a static package to an elegant one by creating a new focal point on the face of the carton.

After embossing the cartouche, June Jacobs thought their logo blended into the package and wasn't easily identifiable. Without making the package appear busy, JohnsByrne debossed the logo on the top of the carton and on the front panel, creating a unique appeal. Adding both embossing and debossing elements created a striking dimension that allowed the logo to stand out.

“From pre-production to post-production, we are over-the-top thrilled on how fabulous our new packaging design looks. We are confident in choosing JohnsByrne as our packaging provider and look forward to a bright future together.”

**- June Jacobs, Testimonial**

## BOTTOM LINE

### *Luxury Packaging Re-Designed for Success*

With expertise in color management and finishing, JohnsByrne was able to deliver a luxurious and dimensional package that exceeded our client's expectations.