



Votre Vu Saves More than \$65K with Innovative, Efficient Packaging from JohnsByrne

VOTRE VU

Votre Vu Cosmetics, a French cosmetics company, offers skin care products and custom-blended cosmetics through its website and independent brand ambassadors. Votre Vu promotes itself as upscale, yet affordable.

THE CHALLENGE

Differentiating Products for Separate Target Markets

With several different product lines, such as skin care, hair care, and self-preservation, Votre Vu needed to differentiate these lines with appealing and eco-friendly packaging.



Carrying five different tiers of products, Votre Vu also wanted to use its packaging design to clearly designate each tier. A total of 49 product SKUs needed to be addressed.

With multiple end goals from packaging, Votre Vu needed a cost-effective solution for cosmetic boxes that would have a distinct look while staying cost-efficient. This complex undertaking with the wide



variety of products and different tiers, would typically incur significant production expenses due to the multiple press forms required.

INNOVATION: THE SOLUTION

An Efficient, Scalable Production Process

With the original request for separate packages for all 49 SKUs, VotreVu would have needed nine different press forms, making the entire packaging project very complex and costly. Rather than completely separating every SKU, JohnsByrne was able to develop a system that accommodated all the SKUs with 19 base carton designs, which nearly halved the number of press forms needed to five.

Another challenge Votre Vu faced was the uncertainty of total production. Because the company did not have clear top performers,

it wanted to produce packaging based on the volume of cosmetics ordered from each SKU rather than bulk ordering. To accommodate this, JohnsByrne designed a scalable system to reorder specific SKUs for a cost-effective solution.

THE DESIGN

Capturing a brand's essence through packaging is critical for cosmetics brands. Votre Vu's brand required multiple effects to achieve the right look. This included:

- simulated wax seal on top of each box
- foil colors to help differentiation between the brand's tiers
- a spot varnish and overall gloss UV for a luxurious look
- an environmentally friendly stock paper that still looks premium

To capture the look and feel of a premium brand while maintaining costs down and still being environmentally friendly, JohnsByrne offered innovative solutions to achieve the desired effects.

SUCCESS FACTORS

- Condensed press forms for better efficiency
- Foil pull optimization for cost reduction
- Spot varnish and overall gloss UV
- Scalable system for reordering specific SKUs
- Pearlescent and eco-friendly paperboard (18-point MeadWestvaco C1S paperboard, which is SFI-approved paper)
- Application of pearlescent PMS inks and custom-formulated spot premium silver metallic ink

BOTTOM LINE

Great Packaging that Differentiates and Saves Money

Between the print production efficiencies and coating solutions JohnsByrne offered, Votre Vu was able to differentiate its product tiers while saving more than \$65,000 in substrate and production costs.

