



FRESH DISPLAY IDEAS FROM VICHY

Cosmetics stand-up display appeals to the soul

By Ton Rombout

A harmonious palette of strong, bright colours on a bright white surface in an elegant display. Hohendahl Display GmbH combines two Sappi papers to promote a much loved Vichy skin care product line from L'Oréal. Fusion top liner and Algro Design carton board convey Vichy's marketing message focused on water, clarity and purity.



Production of the display components using flat bed die cutter.

Displays and packaging for cosmetic products need to achieve one thing, i.e. convey a brand message with strong, vibrant colours and complete clarity. To accomplish this the material used must have an extremely even surface finish and bright white purity in order to achieve perfect execution of all the effects and support a broad range of processing techniques in printing and print finishing.

Skincare product line

Vichy's moisturising skincare product line, display and packaging material must comply with the highest standards. The company develops cosmetics and sells products in more than 90,000 chemists across 60 countries. For more than 80 years Vichy (whose parent company L'Oréal is the clear global market leader in cosmetics) has been

combining cosmetics with scientifically proven discoveries in skincare dermatology.

Water – the most important element

Two stylised arcs of water form the focal point of the nearly person height floor display for Vichy's Aqualia Thermal moisturising skin care range. A small exclusive set of presentation displays, consisting of about 400 items, has been designed, manufactured and assembled by Hohendahl Display GmbH in Essen, which was acquired by THIMM (the Highpack Group) about twelve months ago. "The client asked us to create a presentation display combining good design with the best possible price/performance ratio. Because these displays consist of large sections of white space, materials with a high level of brightness were required," stated Stefan Rosendahl, Head of Internal Sales Services at Hohendahl Display.

Two levels

The resulting floor display stand consists of two levels to display Vichy products on a base unit with a top panel. For the base unit Sappi Topliner Fusion in 180 g/m2 grammage is laminated onto an open e-wave framework. All other components for the top panel and the decorative water elements consist of grey board laminated on both sides with Fusion in 180 g/m2. For the two-level product display area Hohendahl Display used Algro Design carton board in 350 g/m2 grammage. The key factor here was rigidity as both presentation levels needed to support the weight of the products.

Both Fusion and Algro Design were printed in four colour offset and the entire surface was then laminated with a shiny film. The individual sheets were also punched, clipped, glued, aligned and packaged individually with cushioning in the outer carton for dispatch. In most cases

the Vichy displays are assembled on site in the actual chemist stores.

Faster and easier handling

"We decided to use Fusion and Algro Design by Sappi because both are of superior quality and have identical, bright white surfaces, perfectly reflecting the purity and freshness of the Vichy brand message. Both paper grades are also very easy to handle during the assembly stage," Stefan Rosendahl added. A significant factor with Fusion – in the truest sense of the word – is the ability to use less glue during lamination. According to Rosendahl the amount of glue required is reduced by approximately 25 % compared to traditional lamination on corrugated cardboard. Another significant benefit of this is the shorter processing time, because it doesn't take as long for the glue to dry.

Corrugated board

Fusion is specifically designed for use with, and on, corrugated board. It features an extremely bright white and unmistakable surface. Prints and all types of print finishing are all reproduced with an unprecedented level of quality and brilliance. The material – similar to Algro Design – consists of 100 % primary fibres, providing further advantages in addition to the whiteness and glue savings; with highly precise folds and no discernible break, homogeneous packaging and displays can readily be constructed. Rosendahl accentuated this benefit as follows: "Both Fusion and Algro Design can easily be wound around the groove units during assembly." First impressions count in displays and packaging. "Neither Fusion nor Algro Design show bent edges in assembly or generate unsightly broken edges during folding, grooving or punching. This makes them ideal for slot-in systems such as the Vichy display," Bernd Schuldt, Product Group Manager for Liner Applications at Sappi Europe, explained.

Thin skin – maximum strength

Fusion combines the degree of whiteness and brilliance of a high quality image print paper coupled with excellent surface properties and the stability of a corrugated board liner. It fulfils requirements for both branded goods manufacturers and large trading companies, delivering exceptional quality presentation. And it meets the needs of the packaging industry in terms of optimum processing properties in print and finishing. Unlike GD2 materials, which include a percentage of recycled paper, Fusion is a bright white medium consisting entirely of bleached primary fibres. Fusion is also approved for direct contact with dry or greasy foods, fully compliant with ISEGA for all relevant food contact levels in the field of paper and



Stefan Rosendahl, Head of Internal Sales Services.

carton board.

Environmental issues

Another important requirement for display and packaging developers is purse friendly materials and processing methods. Increasing environmental awareness in the marketplace has initiated a trend towards reduced materials usage. Fusion top liner is available in extremely thin grammages, which can be used in laminated corrugated cardboard, without compromising on quality, stability or performance. Appearance, feel, appeal and whiteness remain constant across the entire range of grammages, even the lightest ones.

"If you ask me what properties are expected these days in high quality finish presentation displays, lower grammages and improved processing properties are definitely high on the agenda," Stefan Rosendahl concluded.

Display must appeal to the senses

Displays and packaging with an emotional impact can make a big difference at the point of sale. "The properties of Algro Design and Fusion add significant value and truly make a difference in printing, print finishing and processing," stated Lars Scheidweiler, Product Group Manager for Rigid Packaging at Sappi. The product line impresses with superior whiteness, consistent surface finish, very high light resistance and a silky smooth touch. It is available in three product versions: Algro Design is double-coated on the front and uncoated on the reverse, Algro Design Card has a double coating on the front and single coating on the reverse, Algro Design Duo is double-coated on both sides.

The carton's high quality, surface feel and, most importantly, brilliant white finish and consistent surface generate sharper, livelier printed images, greater contrast and simultaneously give an impression of more space. This has a significant, positive effect on consumer perceptions.



Assembly process for the design of the display.



Two stylised arcs of water form an eye-catching focal point for the almost person height floor display for Vichy's Aqualia Thermal moisturising skin care brand.