

Case Study:

Bandelettes

Upscale Window Packaging That Shows Off the Product's Quality and Elegance

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RENA ABRAMOFF
Managing Partner at Freolla



Specifications:

Market Segment:
Retail

Format:
Paperboard Window Package

Materials:
Paperboard w/Die Cut, Embossing, Foil Stamp, Soft touch Coating

Background

Freolla LLC, maker of Bandelettes thigh bands that protect sensitive thighs from chafing with lacey upscale lingerie, is expanding on the success of the Bandelettes line by offering new products, including its new Elegance longer-leg panties.

"We wanted to distinguish Elegance from the commodity lingerie products we so often see in stores today," says Rena Abramoff, one of Freolla's managing partners. "We wanted an upscale package that would dramatically project our brand message of quality."

Solution

With a clear understanding of the design requirements and marketing objectives, the team at Rohrer was able to supply packaging that met all of the objectives. The result is an 18-point SBS (Solid Bleached Sulfate) package coated on one side, die-cut, folded and glued into a 7- by 9- by 1.25-inch capacity folder. It features a die-cut oval window that allows customers to see the quality of the Elegance lace directly before purchasing.

The package is printed in four-color process plus two custom colors, with a high quality Soft-Touch coating, spot gloss UV gold foil stamping and registered embossing. It is also gold-stamped with the name Elegance, and the words Elegance and Bandelettes are blind embossed on the package front.

The Elegance quality is projected in multiple ways: through visual appeal, the feel of the Soft-Touch finish, and the visibility of the product quality through the die-cut window.

The Great Lakes Graphic Association also recently honored the new package by presenting it with the 2017 Award of Excellence in its Foil Stamping and Embossing/Debossing Category.

