

7

sappi

The Standard

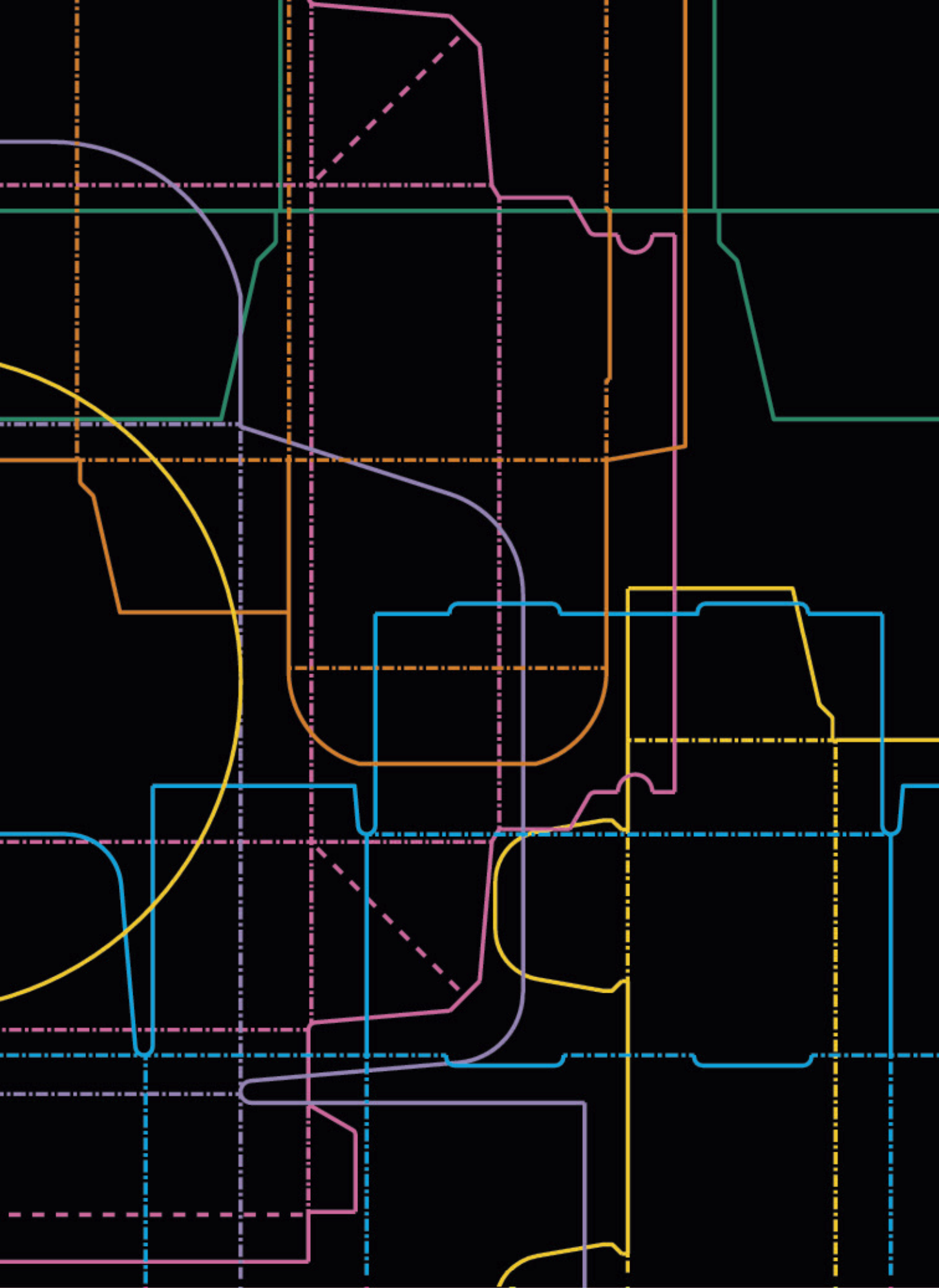
A Sappi Guide to Designing for Print:

Tips, Techniques and Methods for

Achieving Optimum Printing Results

Packaging Perceptions





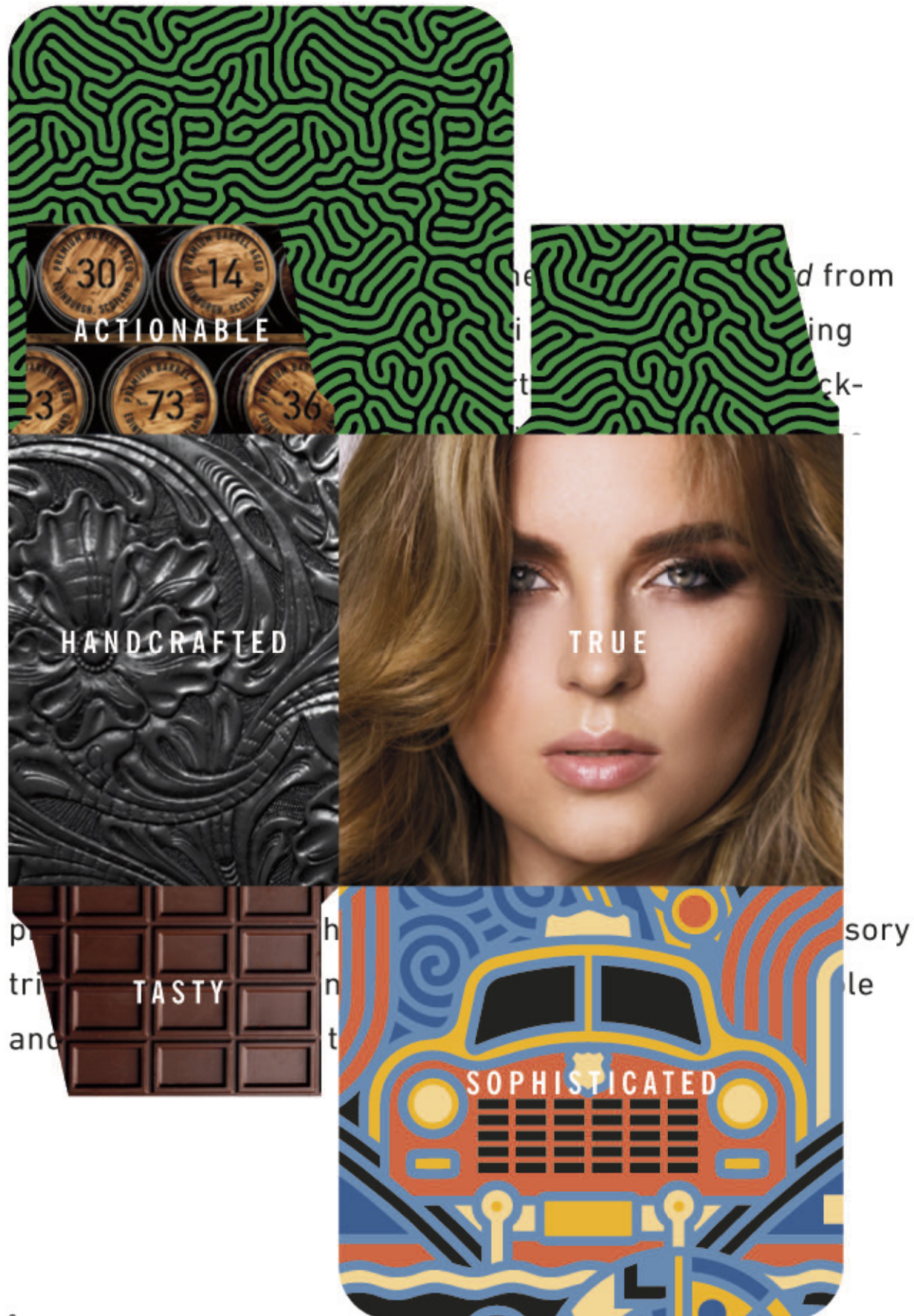
Packaging is
the shopper's
first impression
of a brand
and
the marketer's
last chance
to clinch a
sale.

Volume 7 of *The Standard* from Sappi explores the growing importance of sensory pack-

aging in heightening brand experience and driving sales. Whether the product is as basic as laundry detergent or as luxurious as fine jewelry, brands need to be competitive with all other products in their category. The package influences our perception of quality and value. Often a haptic element on the package — a coating, special effect or embossing — prompts a shopper to pick it up for a closer look and increases the likelihood of a sale. Successful marketers and designers know that the packaging of the product represents their brand, and the more multisensory triggers that experience can evoke, the more memorable and lasting it will be to the consumer.



*Source



Packaging becomes the pivotal touchpoint that reinforces all the marketing effort that preceded it. But to be successful, the package design must connect with customers beyond cerebral logic. Choice and preference begin on a visceral level within seconds, subconsciously shaping opinions on the quality, care and trustworthiness of the brand. Increasingly, marketing experts have looked to neuroscience to understand how human senses (sight, touch, smell, taste, sound) are the unconscious drivers of choice and preference. They are the emotional stimuli that give consumers the confidence to pick one brand over another. Much of this happens almost instantaneously as almost 95 percent of our decisions are made subconsciously. Research shows that one-third of purchasing decisions are based on packaging alone.*

*Source stated on page 70.

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erception is ultimately what guides the customer experience when it comes to packaging design.

The overall brand positioning relies on evoking the desired response through eye-catching imagery, fidelity of colors, the pleasing tactile feel of the packaging and other sensations. Whether this response is triggered in-store at the retail shelf or at the moment of “unboxing” an online order, the spontaneous delight reassures customers that they made a sound choice. If this delight turns into a positive review, an unboxing video or a recommendation on social media, the single buyer influences, tens, thousands, even millions of prospective shoppers. The use of haptic techniques in packaging design can be spectacular, but only on paperboard surfaces built to handle rigorous applications. Such techniques are demonstrated in this edition of *The Standard*, produced on Sappi’s premium paperboard, Spectro.

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PRECISION



Packaging is so much more than a means to protect the product inside. Its imagery, color, shape and texture serve to reflect and reinforce the reputation of the product and brand. Legendary designer Saul Bass once mused that “the packaging is the product.” It quickly conveys what consumers can expect in terms of quality and attention to detail.



FANCIFUL

A paper-based alternative to plastic for membership cards, hotel room keys, bookmarks, retail gift cards and the like, Sappi paperboard is not only durable and sturdy, it has a stable coated surface that welcomes the use of vibrant colors and lushly defined details, like in this Henri Rousseau-inspired jungle scene.



FRIENDS OF MADAGASCAR

ZOO

MEMBERSHIP CARD

COMMEMORATIVE MEMBERSHIP CARD

FANTASY
BOOKSTORE

NEW YORK CITY

INVENTIVE BOOKMARKS

JUNGLE BLOSSOM
RESORT

HOTEL KEY CARD

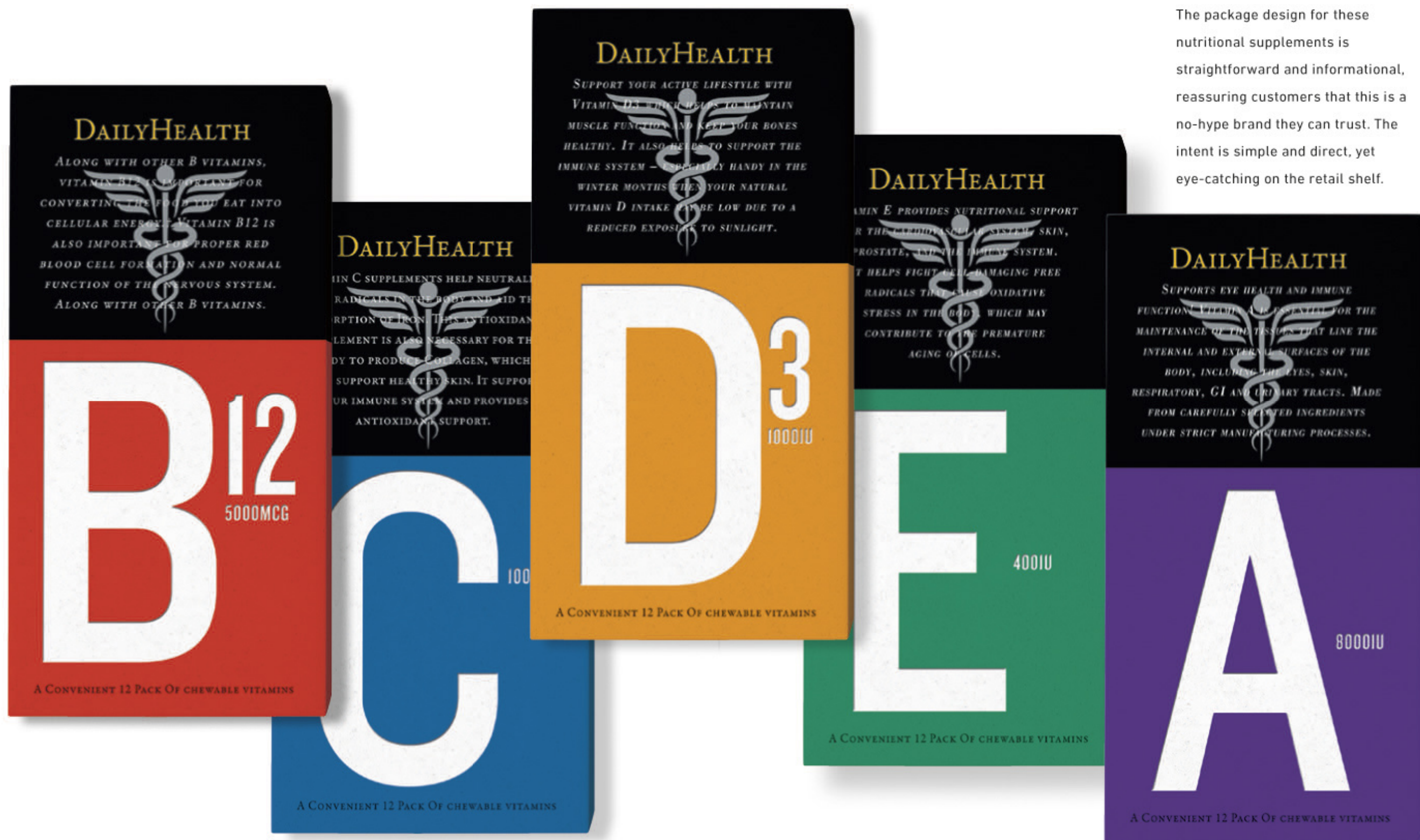
GARDEN DELIGHT
GIFTCARD
FOR EARTH LOVERS

RETAIL GIFT CARD

ELEGANT



Luxury brand packaging suggests premium value in every detail. This elegant, eight-sided origami-fold box takes on a gift-like quality and becomes a memorable keepsake beyond the contents inside.



CREDIBLE

The package design for these nutritional supplements is straightforward and informational, reassuring customers that this is a no-hype brand they can trust. The intent is simple and direct, yet eye-catching on the retail shelf.

TRANQUIL



Muted gradations of color blend seamlessly into each other to evoke a feeling of peaceful serenity on these cartons of CBD pain-relief products. Smaller individual boxes inside reinforce the overall brand identity with variations of the same color scheme.



ACTIONABLE

How to
Build a Perfect
Cocktail with
Single Malt
Whisky

The Perfect Drink

This Scotch whisky brand uses a QR code to entice customers to try a variety of cocktail blends with its product. Scanning the QR code triggers a video of three friendly bartenders sharing tips and recipes for their favorite single-malt whisky drink.



Scan the QR code below to launch video.



THE
THISTLE
SINGLE MALT
SCOTCH
WHISKY



AGED IN
OAK BARRELS
FOR 25 YEARS
IN EDINBURGH'S
DUNNAGE
WAREHOUSES.
75 PROOF

750 ML

The Perfect Drink

This Scotch whisky brand uses a QR code to entice customers to try a variety of cocktail blends with its product. Scanning the QR code triggers a video of three friendly bartenders sharing tips and recipes for their favorite single-malt whisky drink.



Scan the QR code below to launch video.



Whisky Sour

- 2 ounces bourbon
- 0.75 ounce lemon juice
- 0.5 ounce simple syrup
- 0.5 ounce egg white
- 1 Dash Angostura bitters
- Garnish orange slice



Blarney Stone

- 2 ounces Irish whisky
- 0.5 ounce Anisette
- 0.5 ounce triple sec
- 0.5 ounce Maraschino liqueur
- 1 dash Angostura bitters
- Orange twist and/or green olive for garnish



Whisky Orange Crush

- 1.5 ounces whisky
- 3 ounces orange juice
- 0.25 ounce triple sec
- 2 ounces lemon soda
- Garnish with orange slice and twist



Highball

- 2 ounces whisky
- 4 ounces soda water
- Ice, for serving
- Garnish lemon wedge

Sazerac

- 1 sugar cube
- 3 dashes bitters
- 2 ounces rye whisky
- 0.25 ounce absinthe
- Orange twist for garnish



Rusty Nail

- 1.5 ounces single-malt Scotch whisky
- 0.5 ounce Drambuie



THE
THISTLE
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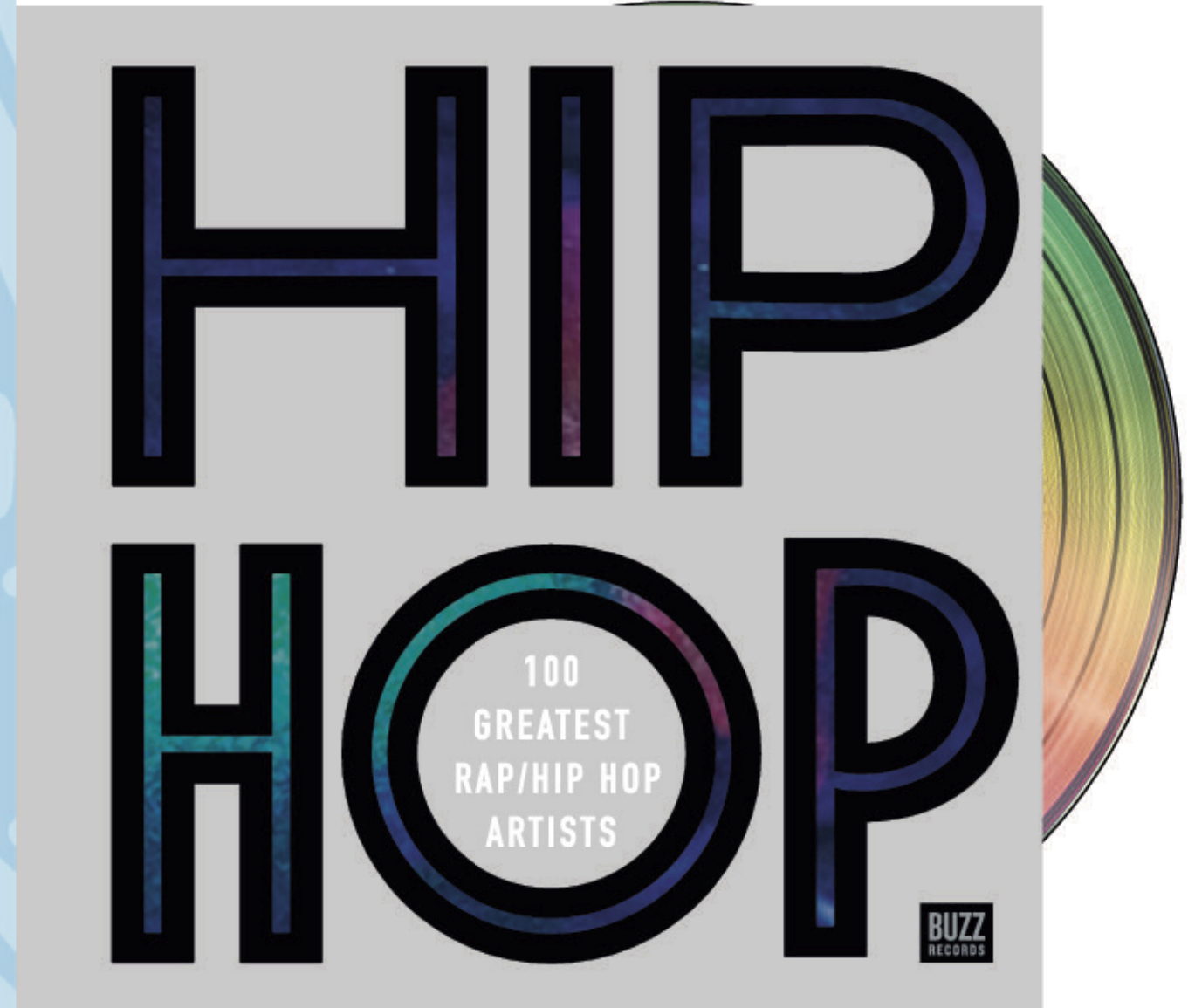
IONABLE
How to
BUILD A PERFECT
COCKTAIL WITH
SINGLE MALT
WHISKY



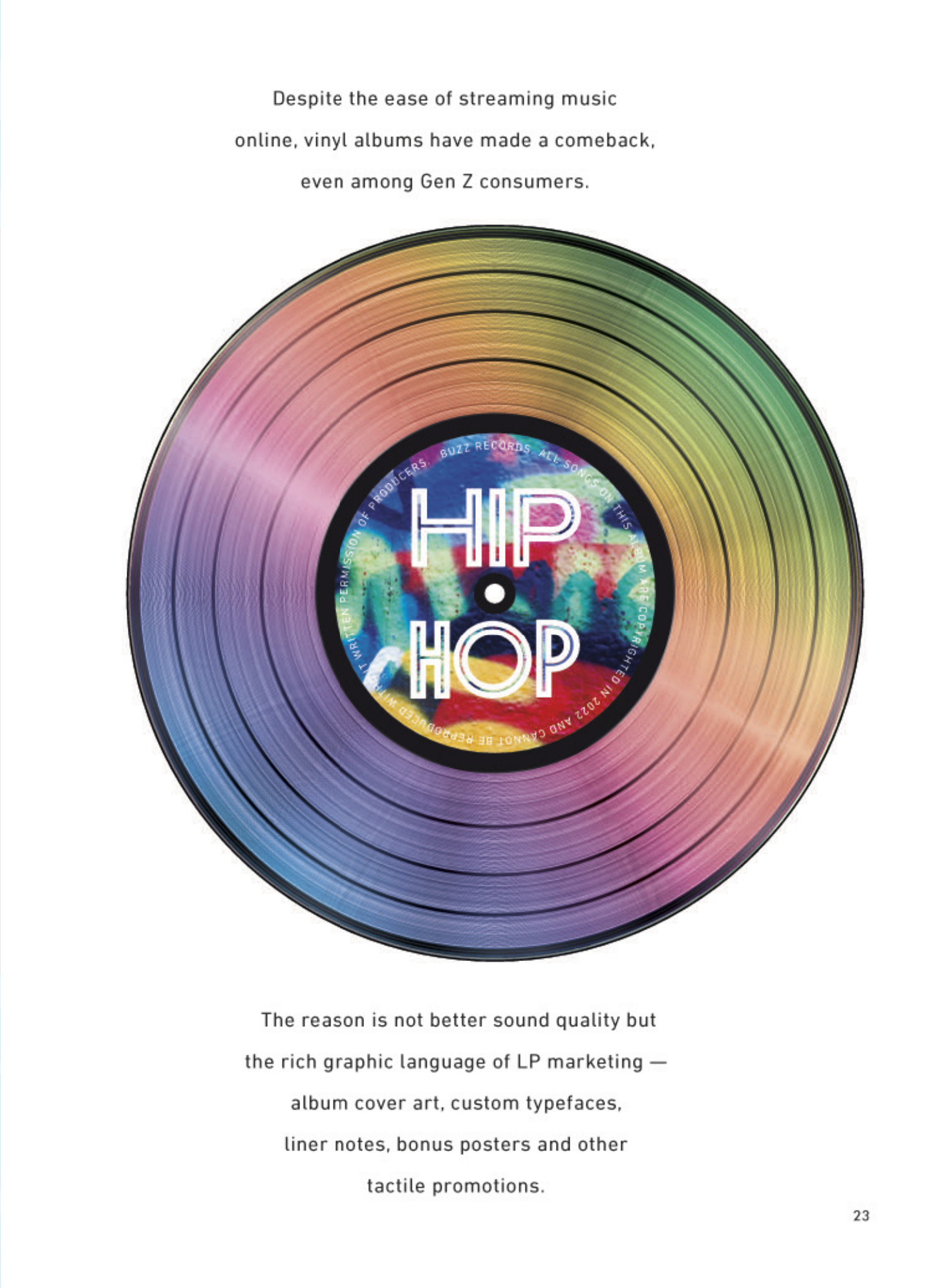
ACTIONABLE




Despite the ease of streaming music online, vinyl albums have made a comeback, even among Gen Z consumers.



The reason is not better sound quality but the rich graphic language of LP marketing — album cover art, custom typefaces, liner notes, bonus posters and other tactile promotions.

[illegible]

Despite the ease of streaming music online, vinyl albums have made a comeback, even among Gen Z consumers.



The image shows a vinyl record with a rainbow-colored sleeve. The central label is black with the words 'HIP HOP' in large, white, stylized letters. The record is shown from a top-down perspective, with the grooves visible on the surface.

The reason is not better sound quality but the rich graphic language of LP marketing — album cover art, custom typefaces, liner notes, bonus posters and other tactile promotions.

23



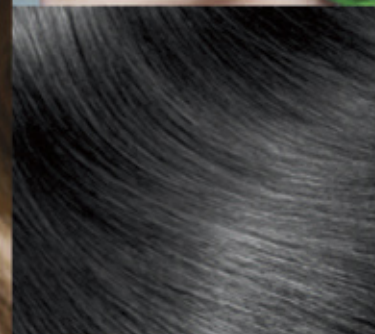
TIMELY

Hangtags are an opportune way to pass on vital information at the point of sale. Along with citing useful details like price and care instructions, hangtags give the brand another opportunity to connect with customers. Hangtags are customizable to any size and shape and can be printed on two-sides and in multiple colors and techniques. By including an interactive QR experience on the hangtag you can elevate your brand to the next level.



TRUE

When picking hair colors, shoppers need to see the exact hue of the dye inside the package, especially when the choices range from jet black to silver gray to blonde highlights to startling green. Spectro's unique coating and blue-white shade are made for brilliant color reproduction so customers can note the subtle differences between shades.



HANDCRAFTED

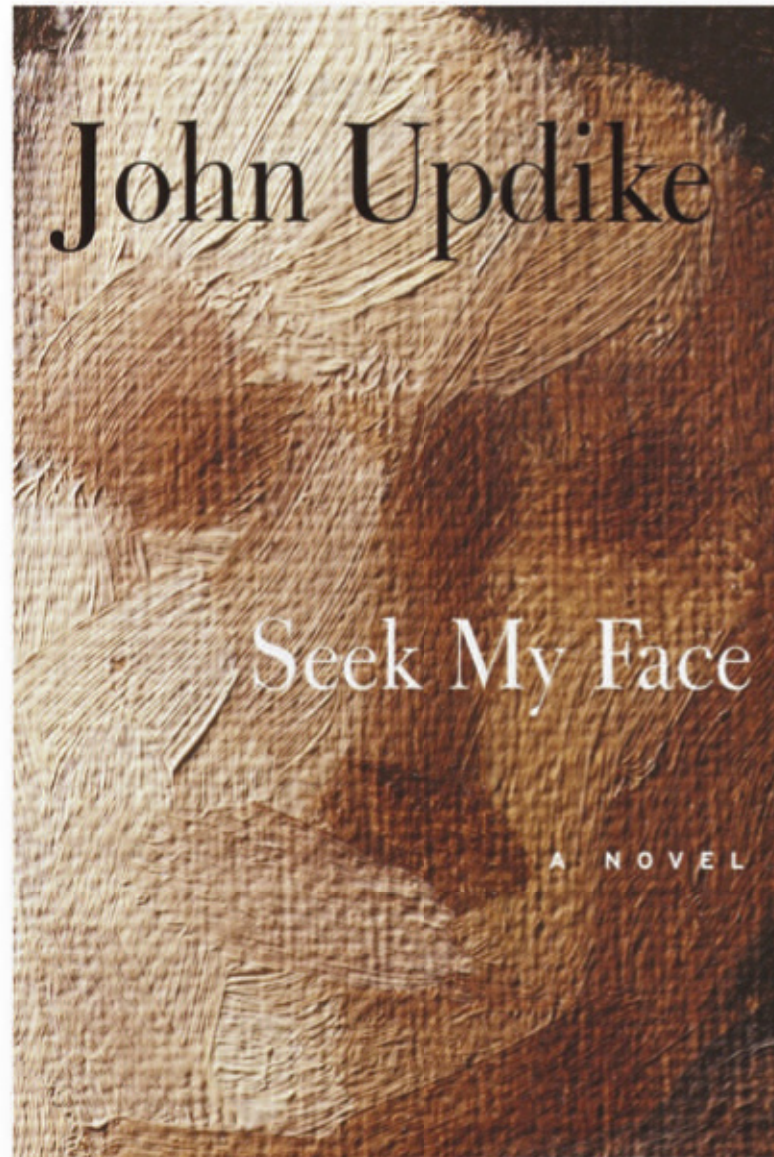
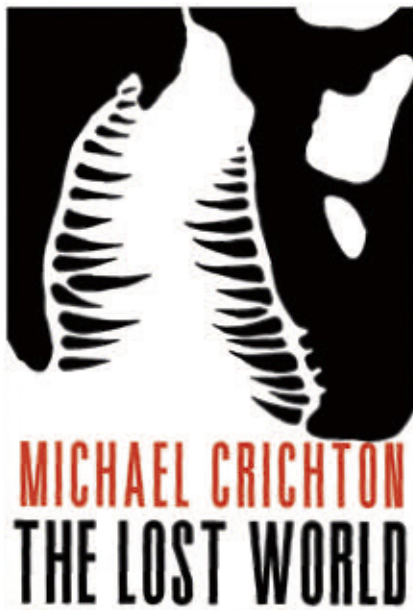
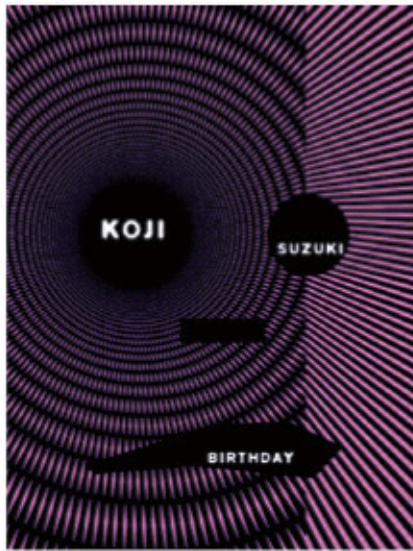
Tequila traces its origin to pre-Columbian Mexico, and its history is steeped in early ancient lore. The handcrafted premium quality of this tequila is expressed by a wraparound Aztec calendar, made to look and feel like it was carved from stone.



BEAUTY

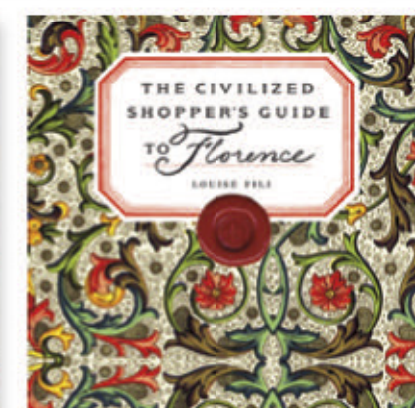
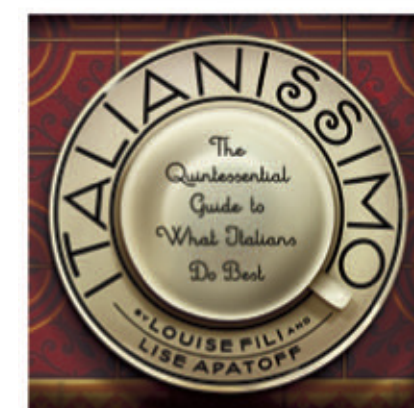
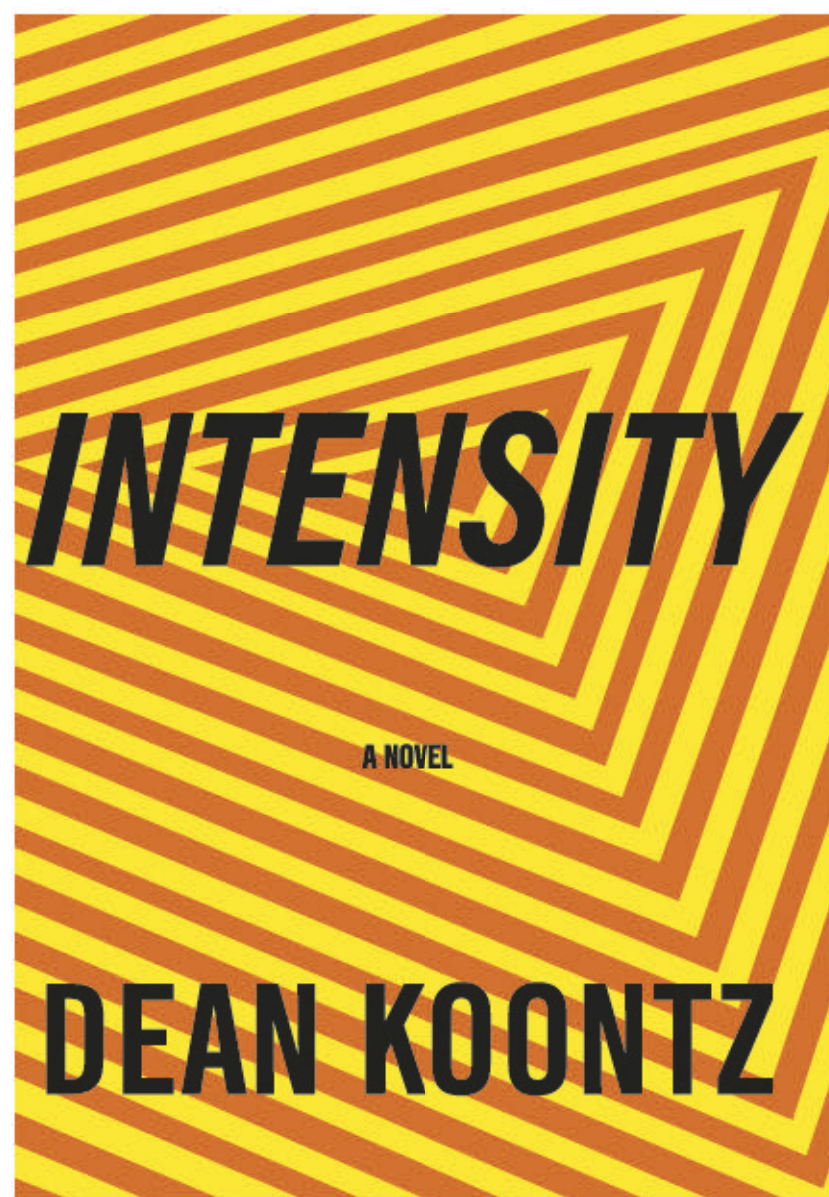
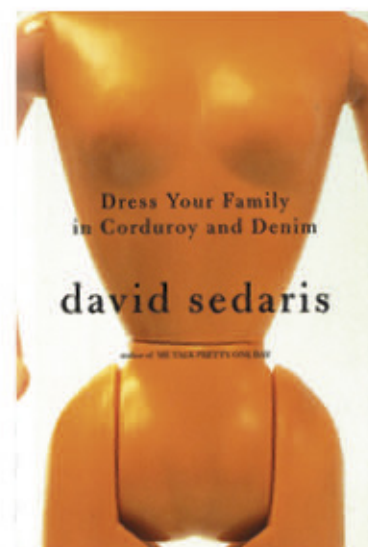
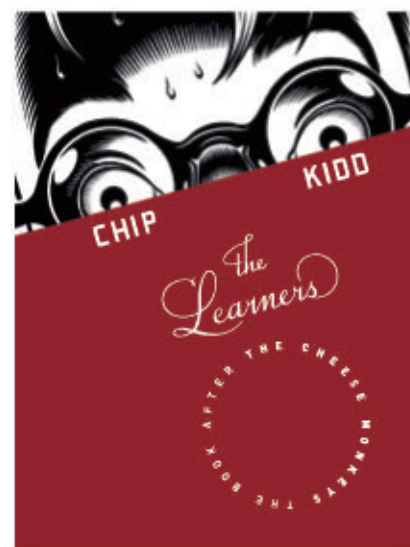
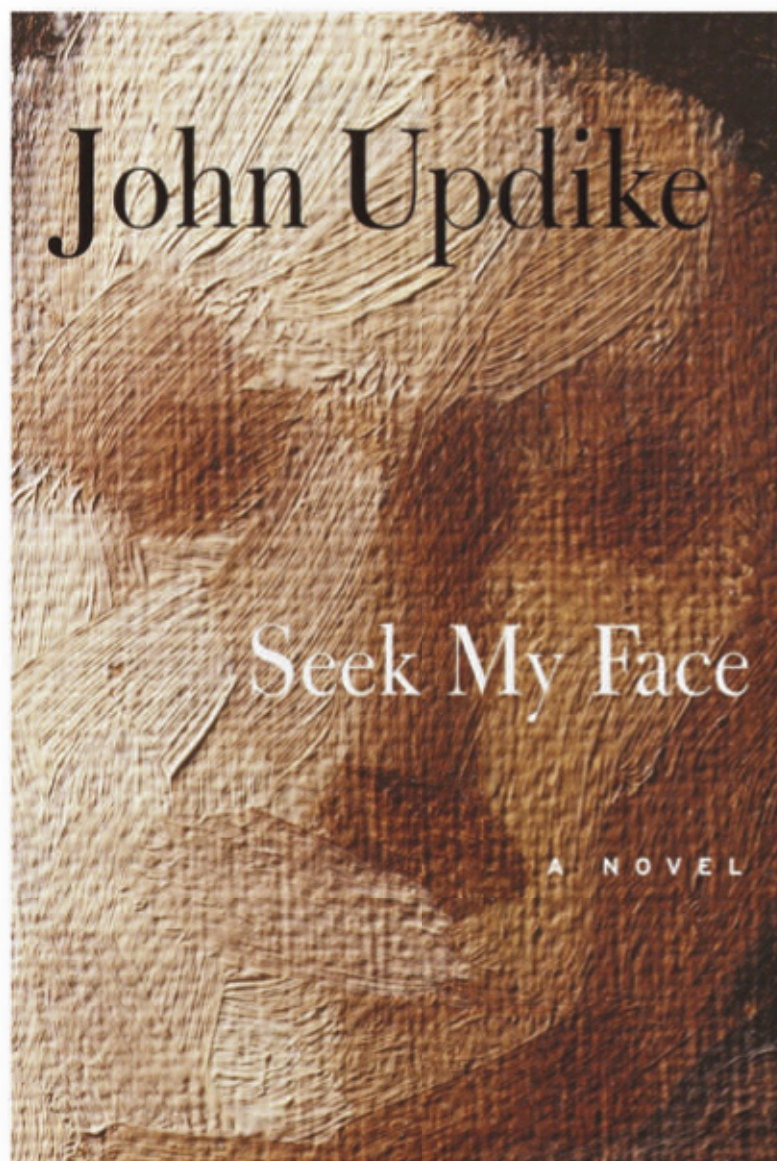
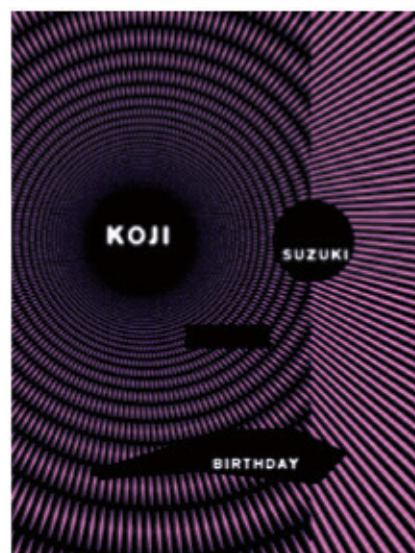
Beauty brands have expanded their offering to include a wide variety of products for all skin types and climates, as well as for day and night use. Color-coded packaging is an effective way to distinguish individual product categories, while providing a silky smooth coating across the entire product line to enhance the haptic experience.





INTRIGUING

Book publishers treat cover jackets like mini-posters that call out to readers from book stands. Just as with packaging, the cover graphics must be unique to each title and spontaneously spark buyer interest. The jacket cover must also be able to withstand repeated handling by the reader. These actual book jackets were designed by Chip Kidd and Louise Fili, two of the world's best-known book designers.





TASTY

SAPPI PERCEPTIONS

This assortment of chocolates looks so tantalizing that you are tempted to inhale its aroma — and you can.

This assembly of “rub-and-sniff” chocolates is scented with a hint of chocolate, vanilla and coffee.



Sappi's barrier paper is ideal for preserving the flavor and freshness of chocolates by preventing incidental exposure to light and moisture, while keeping print quality strong.



MEMORABLE

Consumers are as likely to buy this product for its charming packaging as for whatever is inside. Printed with a leather coating, the elephant package is a piece of art in itself and a delightful souvenir from natural history museums, zoos and theme parks. Recipients love to share this on social media and display on their shelves.





BRIGHT

Spectro's high brightness and clean blue-white shade heighten the impact of smiling white teeth used to promote a tooth-whitener travel kit. Pillow box packaging is a popular style for giveaway merchandise like this purse-size tooth-whitener product.



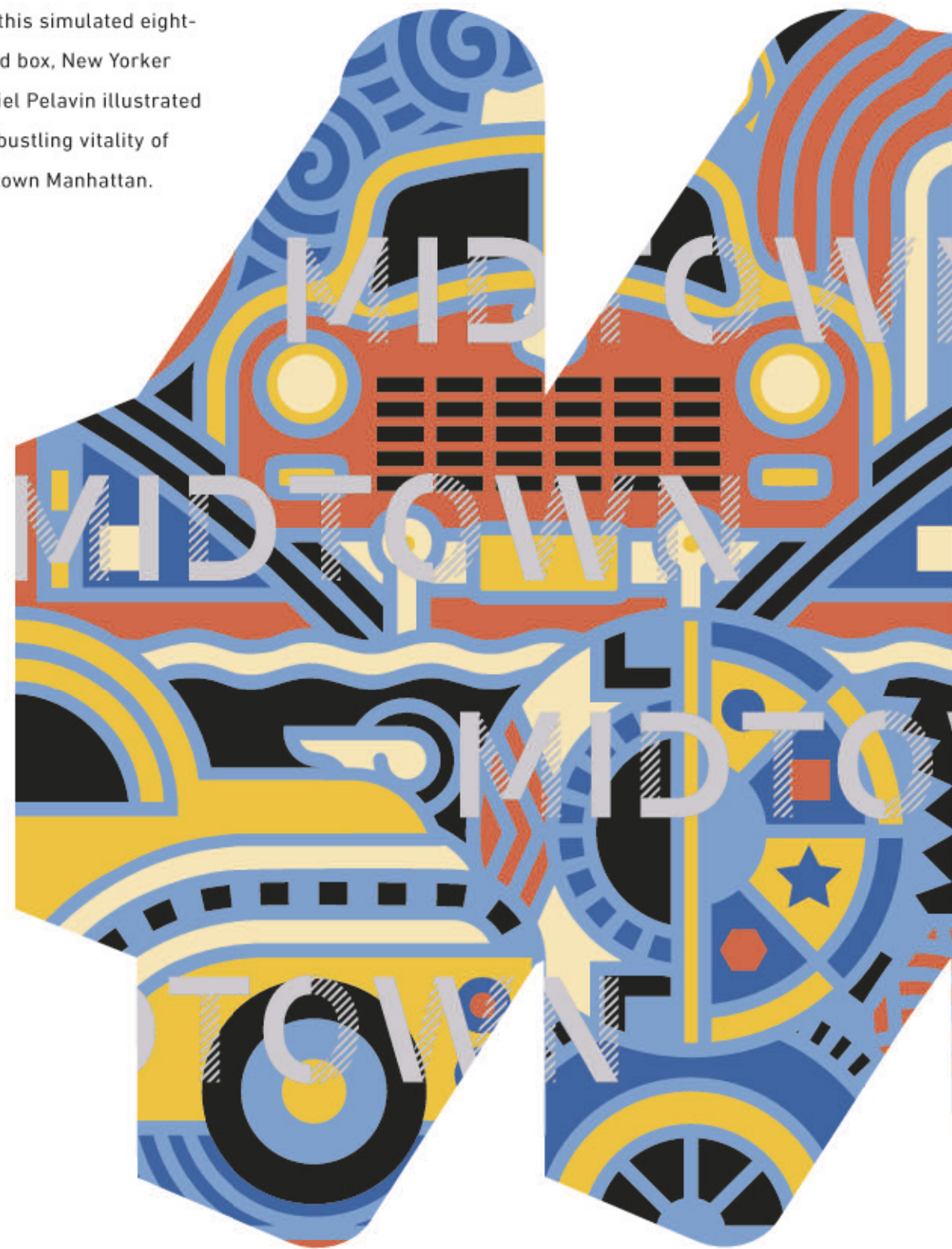
SAPPI PERCEPTIONS



SOPHISTICATED

A traffic-stopping package for a Manhattan-inspired cologne, this wraparound image illustrates how engaging imagery can capture the excitement of a visual concept. Spectro C1S is considered the ideal choice for offering the structural integrity needed for handling multi-sided folds and a smooth coated surface that brings out vibrant colors and subtle details.

For this simulated eight-sided box, New Yorker Daniel Pelavin illustrated the bustling vitality of Midtown Manhattan.



SAPPI PERCEPTIONS



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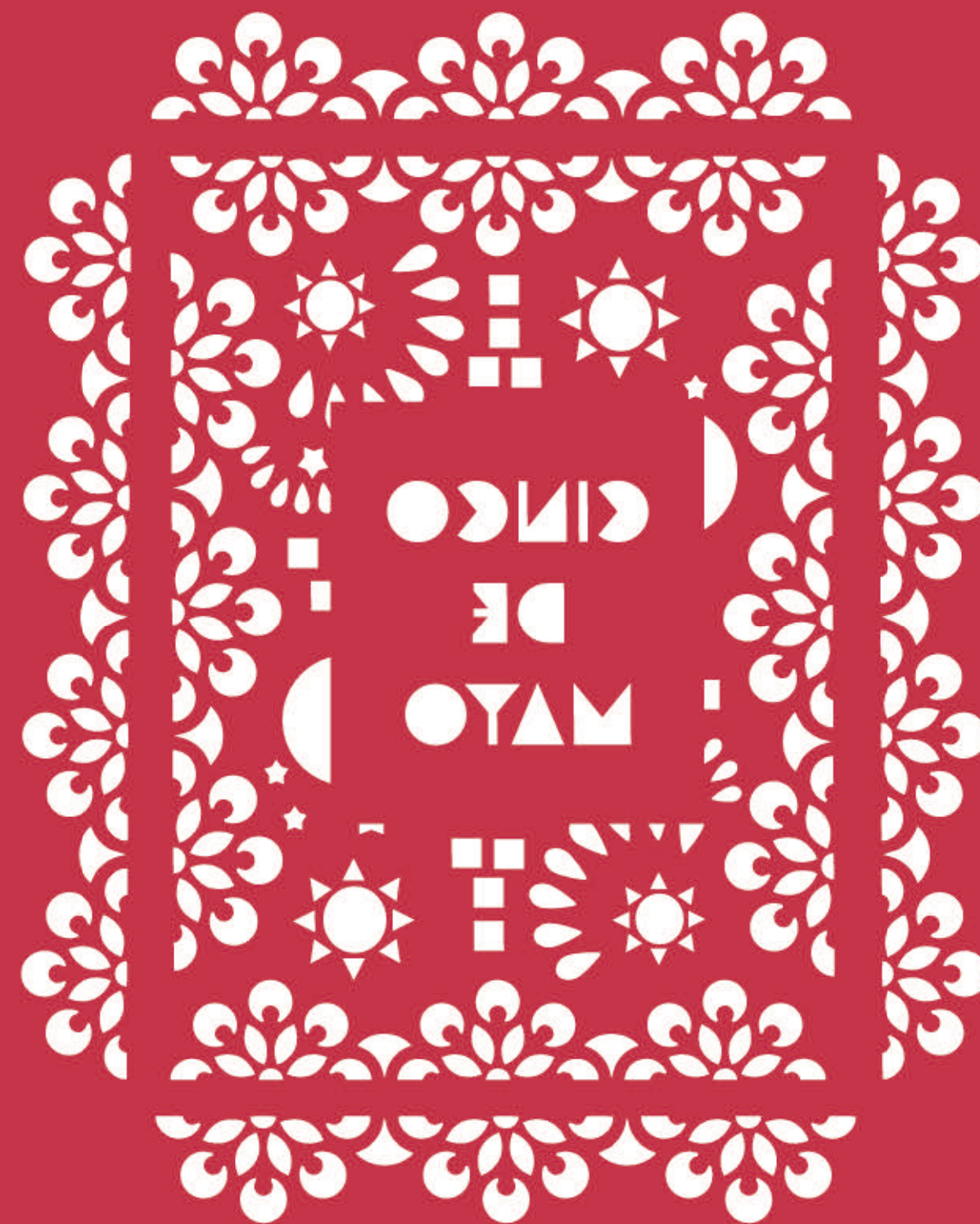
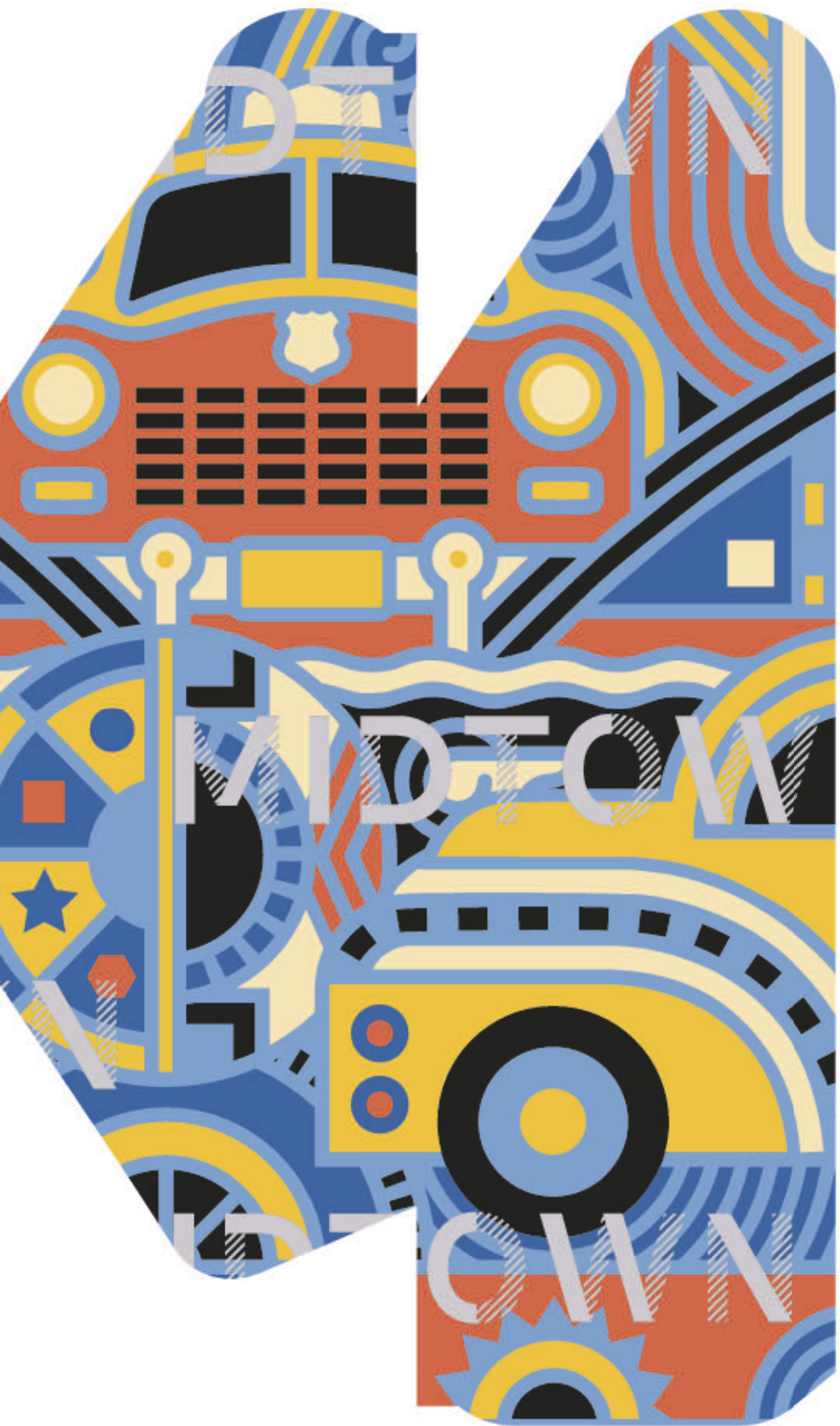
Retail stores can celebrate Cinco de Mayo with a traditional Mexican "papel picado" banner rotary die-cut out of packaging board. The lace template design was first printed on one side and then printed on the reverse side of the board. The board is then cut out on two sides with match colors.



FESTIVE



Retail stores can celebrate Cinco de Mayo with a traditional Mexican "papel picado" banner rotary die-cut out of packaging board. The lace template design was first printed on two sides with match colors.



NATURAL



For an exceptional look and feel, Spectro's surface helps create a premium box exterior. Its crisp white printing surface captures fine details in the honey bee illustration, honeycomb pattern and classic typography to reinforce the perception of the wholesome purity of nature's gift, clover honey.

PRACTICAL

An easy and convenient way to ship sharp implements like garden pruners and vegetable peelers is to attach them to sturdy paperboard. This ensures safety when handling in the store and increases visibility on the shelf or hanging on a wall display. The paperboard backing also provides an ideal print surface for brand marketing and use instructions. Sappi paperboard is available in different calipers, depending on need.

Green Thumb Garden Shears

Every gardener needs the correct tools to maintain a lush, healthy and vibrant garden. These pruning shears are perfect for trimming, pruning and sculpting your own garden. Our shears are recommended by horticulturalists everywhere.

GREEN THUMB



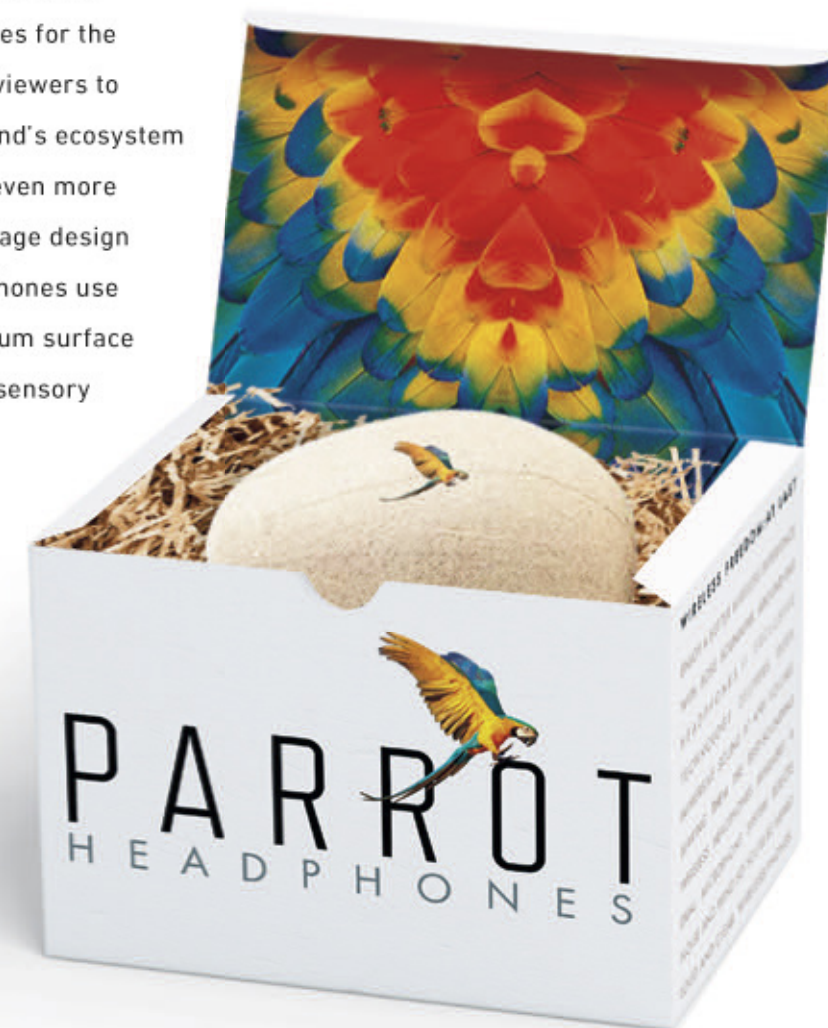
GARDEN SHEARS





SAPPI PERCEPTIONS

Today's shoppers delight in "unboxing" special purchases on social media with photos and videos. The buyers become advocates for the brand, enticing viewers to share in the brand's ecosystem and prompting even more sales. The package design for these headphones use Spectro's premium surface to heighten the sensory experience.



The box exterior is an elegant minimalist white displaying a soft luxurious feel, with a Spectro's superior coated surface that facilitates an explosion of color inside. The Parrot headphones are contained in a papier-mâché "egg," resting on a nest of packing straw.



TRADITIONAL

SAPPI PERCEPTIONS

The Blighty Lion brand builds on the reputation and historic traditions attached to English teas by integrating iconography associated with the United Kingdom to vouch for its authenticity and rich true flavor.



The Union Jack reinforces the association to England's national drink. The heraldic lion continues the theme on the sealed teabag wrappers, which are made using moisture-resistant barrier paper.



Blighty Lion blend of English tea has been a favorite for more than a century. Full-bodied with rich undertones, Blighty Lion is both refreshing and satisfying.

12 Tea bags

BLIGHTY LION



ENGLISH TEA



Blended and packaged in the UK from tea leaves grown in Ceylon and India, Blighty Lion has become a worldwide favorite.

SAPPI PERCEPTIONS

The Blighty Lion brand builds on the reputation and historic traditions attached to English teas by integrating iconography associated with the United Kingdom to vouch for its authenticity and rich true flavor.



The Union Jack reinforces the association to England's national drink. The heraldic lion continues the theme on the sealed teabag wrappers, which are made using moisture-resistant barrier paper.

A large, vertical, high-resolution photograph of a dense evergreen forest, likely a spruce or fir forest, covering the left half of the page. The trees are tightly packed, creating a textured green canopy. The word "SUSTAINABLE" is overlaid in white, bold, sans-serif capital letters in the lower-middle section of this image.

SUSTAINABLE

For Sappi, sustainability doesn't just begin and end with the care of our forests. Every step of our process, from procuring and transporting raw materials, to the manufacturing process, to mitigating carbon and reducing waste, incorporates the best environmental practices known to the industry. That goes for the products we produce and the recyclability of papers we market. Sappi's packaging papers not only offer businesses an eco-friendly alternative to plastic packaging, it provides a superior surface to create vibrant and spectacular designs and the strength and durability for a vast array of converting applications. All of Sappi North America's paper and packaging mills are triple certified in accordance with the leading global sustainable forestry chain-of-custody certification systems, including the Sustainable Forestry Initiative® (SFI®) program, the Programme for the Endorsement of Forest Certification (PEFC/29-31-10) and the Forest Stewardship Council® (FSC®-C014955). The producing mill is ISO 9001, ISO 14001, ISO 22000 and ISO 45001 certified. Our commitment is not only to our customers, but to the entire planet.

PRODUCTION
NOTES
& CREDITS

Design

Studio Hinrichs

Text

Delphine Hirasuna

Major Illustrations

Page 8 to 10: Nancy Stahl

Page 20 to 21: Mario Zucca

Page 22: Mallory Heyer

Page 42 to 46: Daniel Pelavin

Major Photography

ThinkStock

Getty Images

Standard 7 Fictional Brands

The companies, brands and products

described herein are fictitious. Any

resemblance to an actual company,

brand, or product is purely coincidental.

The names, symbols, logos, and

all other intellectual property of the

fictitious companies, brands and

products appearing herein are

the exclusive property of Sappi

North America.

SAPPI PERCEPTIONS

Four-color process

All images are printed in four-color
process, unless noted.

Binding

Black double Wire-0®

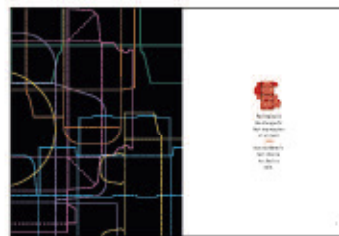
Paper

Sappi Spectro



Front Cover - 16PT C15

4/C + chrome silver + spot retic dull
varnish + overall gloss UV coating +
sculptured emboss/deboss.



Inside Front Cover - 16PT C15

4/C + 6 fluorescent inks + spot gloss
varnish + soft touch UV coating +
embossed die lines.

Page 1 - 10PT C25

4/C + spot gloss varnish.



Page 2 - 10PT C25

4/C + spot gloss varnish + spot dull
varnish.

Insert Box - 14PT C25

4/C + chrome silver + spot gloss
varnish + spot dull varnish + soft
touch coating + sculptured emboss.



Insert Box - 14PT C25

4/C + chrome silver + spot gloss varnish
+ spot dull varnish + soft touch UV
coating + sculptured emboss.

Page 3 - 10PT C25

4/C + spot gloss varnish.



Page 4 - 10PT C25

4/C + spot gloss varnish.

Page 5 - 10PT C25

4/C + spot gloss varnish + spot dull
varnish + Scodix raised cast and cure
pattern.



Page 6 - 10PT C25

4/C + spot dull varnish + chrome silver.

Page 7 - 16PT C25

4/C + spot gloss varnish + spot dull
varnish + raised gloss UV coating.



Page 11 - 16PT C25

4/C + gloss varnish.

SAPPI PERCEPTIONS



Page 8 to 10 - 16PT C25

4/C + soft touch UV coating + raised
gloss UV coating.



Page 12 - 16PT C25

4/C + spot retic dull varnish + gold
pearl UV coating.

Page 13 - 12PT C25

Kurz rainbow foil + 4/C + spot dull
varnish.



Page 14 to 15 - 12PT C25

4/C + chrome silver + spot dull
varnish + spot pearl UV coating.



Fold Out - 12PT C25

4/C + chrome silver + spot gloss
varnish + spot dull varnish + raised
woodgrain UV coating + light sand UV
coating.



Page 16 - 12PT C25

4/C + spot retic dull varnish + gold pearl
UV coating.

Page 17 - 12PT C25

4/C + spot gloss varnish + spot raised
soft touch UV coating.



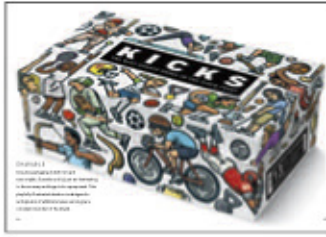
Page 18 to 19 - 12PT C25

4/C + chrome silver + spot gloss
varnish + spot dull varnish + spot
raised woodgrain UV coating.



Fold Out - 12PT C25

4/C + chrome silver + spot gloss
varnish + spot dull varnish + raised
woodgrain UV coating + light sand UV
coating.



Page 20 to 21 - 12PT C25

4/C + spot gloss varnish + spot dull
varnish + raised thermographic UV
coating.



Page 22 - 12PT C25

4/C + spot gloss varnish + spot dull
varnish + spot pearl varnish + spot soft
touch UV coating.

Record Sleeve - 14PT C25

4/C + chrome silver + spot retic dull
varnish + spot stampable gloss UV
coating.



Page 23 - 16PT C25

4/C + chrome silver + spot retic dull
varnish + spot stampable gloss UV
coating.



Page 23 - 16PT C25

4/C + chrome silver + spot gloss
varnish + spot dull varnish + spot
stone glitter UV coating.



Page 24 to 25 - 16PT C25

4/C + chrome silver + spot gloss varnish + spot dull
varnish + spot pearl varnish + spot retic dull varnish +
scratch-off coating + spot stampable gloss UV coating +
soft touch coating + registered emboss.



Page 26 - 16PT C25

4/C + soft touch coating + spot gloss varnish.

Page 27 - 16PT C25

4/C + spot gloss varnish + spot dull varnish.



Page 28 - 16PT C25

4/C + spot gloss varnish + spot dull varnish
+ raised leather UV coating.

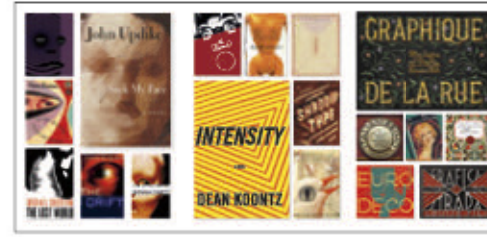
Page 29 - 16PT C25

4/C + spot gloss varnish + spot dull varnish
+ spot stone glitter UV coating.



Page 30 to 31 - 16PT C25

4/C + spot green pearl UV coating + spot dull varnish.



Page 32 to 34 - 16PT C25

4/C + spot gloss varnish + spot dull varnish +
spot pearl varnish + spot retic dull varnish + spot
stampable gloss UV coating + spot canvas UV coating.



Page 35 - 16PT C25

4/C + spot gloss varnish + spot dull varnish.



Page 36 - 16PT C25

4/C + spot coffee, chocolate and vanilla scented varnish.

Page 37 - 12PT C25

4/C + spot gloss varnish + spot dull varnish + gloss UV
coating.



Page 38 to 39 - 12PT C25

4/C + spot gloss varnish + spot dull varnish + spot soft
textured UV coating.

SAPPI PERCEPTIONS



Page 40 - 12PT C25

4/C + overall rainbow pearl UV coating + spot dull varnish.

Dazzle box tip on - 12PT C15

Match red + match yellow + spot raised gloss UV coating.

Page 41 - 12PT C25

Match blue background + spot gloss varnish.



Page 42 - 12PT C25

4/C + spot gloss varnish.



Page 43 to 46 - 12PT C15

Match yellow + match orange + match blue + chrome silver +
spot gloss varnish + spot dull varnish + spot pearl varnish +
spot retic dull varnish + spot gold pearl UV coating.



Page 47 to 50 - 12PT C1

4/C.

SAPPI PERCEPTIONS



Page 51 - 10PT C25

Fluorescent green + fluorescent pink +
rotary die-cut pattern.



Page 52 to 53 - 10PT C25

Match red + fluorescent green + rotary
die-cut pattern.



Page 54 - 10PT C25

4/C + spot gloss varnish + spot dull varnish
+ spot textured raised rubber UV coating.

Page 55 - 10PT C25

4/C + spot gloss varnish + spot dull varnish
+ gold pearl gloss varnish.



Page 56 to 57 - 10PT C25

4/C Fujji J Press 750 inkjet + overall gloss
UV coating + spot soft touch UV coating.

SAPPI PERCEPTIONS



Page 58 to 59 - 10PT C25

4/C + chrome silver + spot gloss
varnish + spot dull varnish.



Page 60 - 10PT C25

4/C + soft touch coating + spot
gloss varnish.

Page 61 - 14PT C25

4/C + spot gloss varnish + soft
touch coating.



Page 62 - 14PT C25

4/C + chrome silver + spot dull
varnish + spot gloss UV coating.

Tea Box - 14PT C15

4/C + soft touch lamination + custom
red/gold foil + registered emboss.



Page 63 - 10PT C25

4/C + spot gloss varnish + spot
dull varnish.

SAPPI PERCEPTIONS



Page 64 - 10PT C25

4/C + gloss pine scented varnish.

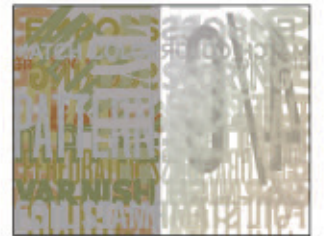
Page 65 - 10PT C25

4/C + spot gloss varnish + spot
dull varnish.



Page 66 to 70 - 10PT C25

4/C + spot gloss varnish + spot
dull varnish.



Page 71 to 72 - 10PT C25

4/C + chrome silver + switch pearl
UV coating.



Page 73 - 10PT C25

4/C + chrome silver + switch pearl UV coating.

Page 74 - 10PT C25

4/C + spot gloss varnish.



Inside back cover - 16PT C15

4/C + 6 fluorescent inks + spot
gloss varnish + soft touch UV
coating + embossed die lines.



Back Cover - 16PT C15

4/C + match blue + spot retic
varnish + spot stampable gloss UV
coating + multi-level emboss.

Resource

*P.3 : "How Customers Think:
Insights into the Mind of the
Market" [c. 2019] by Gerald
Zaltman, Harvard Business
School professor.
Source: ThePaperWorker,
Buffalo, NY

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PRODUCTION NOTES & CREDITS

Design

Studio Hinrichs

Text

Delphine Hirasuna

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Page 20 to 21: Mario Zucca

Page 22: Mallory Heyer

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Major Photography

ThinkStock

Getty Images

Standard 7 Fictional Brands

The companies, brands and products described herein are fictitious. Any resemblance to an actual company, brand, or product is purely coincidental. The names, symbols, logos, and all other intellectual property of the fictitious companies, brands and products appearing herein are the exclusive property of Sappi North America.

SAPPI PERCEPTIONS

Four-color process

All images are printed in four-color process, unless noted.

Binding

Black double Wire-0®

Paper

Sappi Spectro



Front Cover - 16PT C15

4/C + chrome silver + spot retic dull varnish + overall gloss UV coating + sculptured emboss/deboss.



Inside Front Cover - 16PT C15

4/C + 6 fluorescent inks + spot gloss varnish + soft touch UV coating + embossed die lines.

Page 1 - 10PT C25

4/C + spot gloss varnish.



Page 2 - 10PT C25

4/C + spot gloss varnish + spot dull varnish.

Insert Box - 14PT C25

4/C + chrome silver + spot gloss varnish + spot dull varnish + soft touch coating + sculptured emboss.



Insert Box - 14PT C25

4/C + chrome silver + spot gloss varnish + spot dull varnish + soft touch UV coating + sculptured emboss.

Page 3 - 10PT C25

4/C + spot gloss varnish.



Page 4 - 10PT C25

4/C + spot gloss varnish.

Page 5 - 10PT C25

4/C + spot gloss varnish + spot dull varnish + Scodix raised cast and cure pattern.



Page 6 - 10PT C25

4/C + spot dull varnish + chrome silver.

Page 7 - 16PT C25

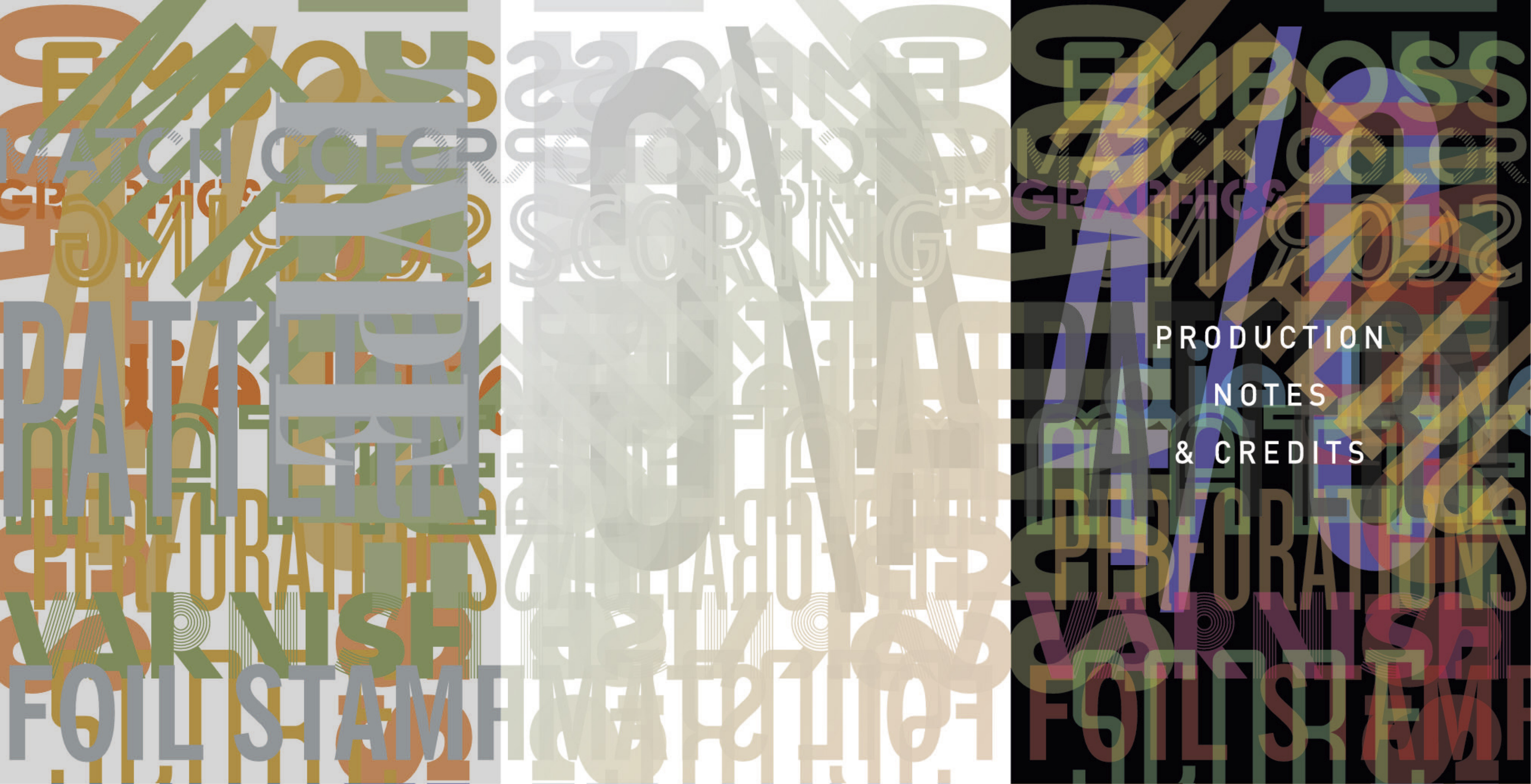
4/C + spot gloss varnish + spot dull varnish + raised gloss UV coating.



Page 11 - 16PT C25

4/C + gloss varnish.

PRODUCTION NOTES & CREDITS



his edition

of *The Standard* is printed on Spectro,
a sustainably manufactured premium paperboard
from Sappi. Ideal for both packaging and
commercial printing applications, Spectro is
engineered with a unique proprietary
coating to provide a smooth and uniform
surface that assures brilliant color reproduction,
strong ink holdout and dependable side-to-side
consistency. Whether using UV, aqueous
or specialty coatings, hot foil stamping, embossing,
special effects or varnishes, Spectro
C1S and C2S reliably handle even the most
demanding applications. For more information on
Sappi's full range of packaging and
speciality papers for luxury packaging, folding
cartons, food service applications, labels,
gift cards and more, visit sappi.com.

SAPPI PERCEPTIONS



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