

**Packaging – a question of conscience?**

As temperatures have soared in summer 2018, scarcely anyone can have been unaware of the ongoing discussion on the environmental impact of human activities. Condemnation of plastic packaging, for example, took on a new intensity even before the last snows had melted. This throws up questions such as whether communication is still the dominant consideration when designing product packaging or should we be looking at politically correct unity packaging?

**A passion for sustainability**

In fact the answer is perfectly clear. On the one hand, communication still ranks very high in the list of priorities for perfect packaging. On the other hand, promoting sustainability must now be added to that list. Put very simply this means that packaging will ideally be environmentally friendly and this attribute will be clearly visible; at the same time, the packaging will look so good that it will evoke a passion for sustainability making any admonitory finger wagging unnecessary. Is this outcome impossible to achieve?

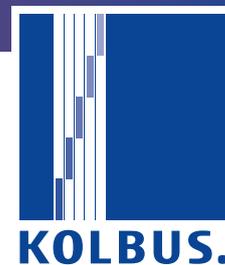
**Explore the potential of paperboard and paper**

As a direct result of its historical development, the Luxury Packaging Team at Kolbus has long experience in working with paperboard and paper. This includes expertise in the economical use of materials, for example, judging the lightest possible paperboard commensurate with an application, or machine settings for uniformly thin glue application. Initially a route to cost-effective production, this approach has acquired a new dimension in response to environmental considerations. The unsurpassed recyclability of paper raw materials has long supplied a second weighty argument

**The last mile**

The Kolbus team is in regular contact with young entrepreneurs who see sustainability as the central attribute of their products. Here is

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where packaging made of paper and paperboard scores highly. Admittedly, some people see the clear message of the concept blurred by the use of highly processed and laminated materials for lining and finishing. This is why, as soon as it became available, there was immediate interest in through-dyed cardboard with surface haptics that stood for value and quality.

#### **natif von Luxury Packaging by Kolbus**

– the new box Edition at the Luxe Pack Monaco 2018

“natif” – the new range of luxury box packaging produced on Kolbus machines achieves perfection through a blend of simplicity and reduction to the minimum. All natif packaging is constructed from black and white solid paperboard – authentic and honest material for emancipated, forward-thinking consumers. Pure quality also in the finishing: blind embossing and relief embossing open a new dimension of awareness. The dominant design influence is a tribute to classical modern styles. The major sculptor of his time, Constantin Brâncuși, summed it up this way: »Simplicity is not an objective in art, but one achieves simplicity despite one’s self by entering into the real sense of things.«<sup>1)</sup> With his radical styles, Brancusi was a pioneer of modernism, one of the most influential sculptors of the 20th century, at the same time he was sensitive to the mystique of numbers and to several esoteric streams of thought.<sup>2)</sup> If you eliminate unimportant elements you will inevitably arrive at a geometric form – »pure geometry«.

1) Source: <http://www.hatjecantz.de/constantin-brancusi-5061-0.html> (abgerufen am 31.07.2018)

2) Article »Rost am Himmelspeiler« by Jürgen Hohmeyer in the “Spiegel” 39/1994

KOLBUS was exhibitor at Luxe Pack in Monaco

1./2./3. Oktober 2018 Hall Atrium Booth AB 6bis

About us:

**Kolbus in Rahden, Germany**, can trace its origins back to 1775. The company built a strong reputation with premium machines and systems for industrial bookbinding. Know-how gained in casemaking for hardback books has led to the development of a new business area – machines for the production of premium packaging using paper, cardboard and paperboard. The new production lines are configured using machine modules engineered to perform specific tasks in the production sequences.

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advertising  
creativ verpacken  
03/2018



Box edition made of  
solid board and paper



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link\_dropbox\_photos

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